

The background of the cover is a detailed architectural site plan. It features a grid of rectangular building footprints, some of which are labeled with text like 'COMMERCIAL BLDG' and '25,000'. A network of roads and paths is shown, with labels such as 'SERVICE DRIVE', 'WALKWAYS', and 'AND OVERW'. Blue arrows indicate the direction of traffic or pedestrian flow. A large, stylized blue arrow is visible in the bottom right corner. The plan is drawn with fine lines and includes various hatching patterns to represent different materials or terrain.

# AIA

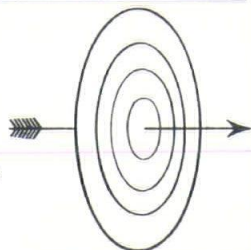
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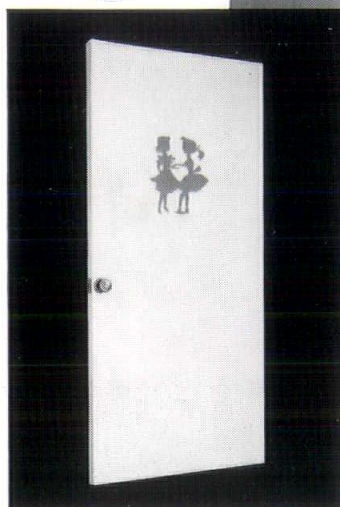


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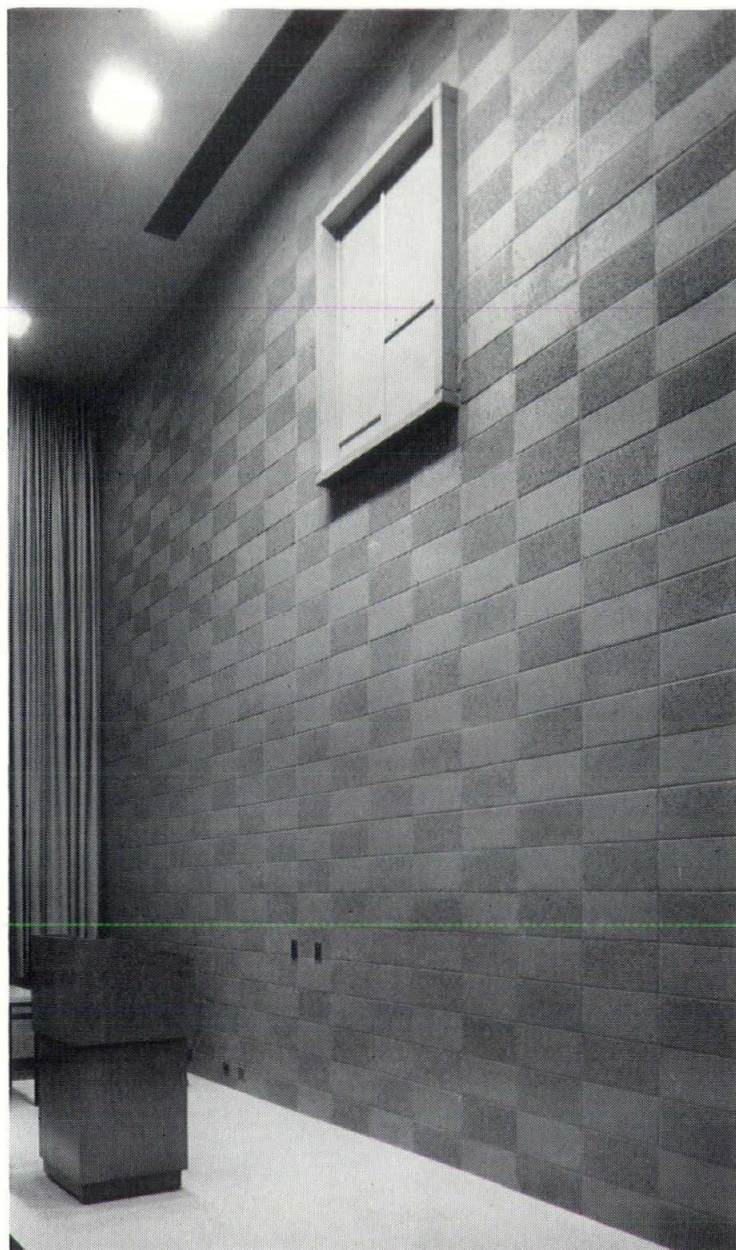
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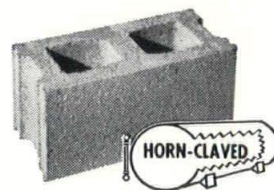
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# Letters

To All A.I.A. Chapters and State Organizations:

The Chapter Affairs Committee has received over the years many publications by A.I.A. chapters and state organizations addressed to the building public which spell out the services rendered by the architect and the local scale of recommended minimum fees for different types of work. All have been creditable documents and several, from time to time, have been selected as Documents of the Month.

The Committee has recently received from the Michigan Society of Architects such a document which is presented in a novel format and the usefulness of

which extends beyond those mentioned above. The Committee takes great pleasure in selecting this as Document of the Month for September, 1958.

As will be noted, the package consists of a handsome "Owner's Portfolio" into which is tucked an attractive folder "Meet Your Architect", a sheet containing the "M.S.A. Schedule of Recommended Minimum Fees" and a copy of the recent A.I.A. publication "Facts About Your Architect and His Work".

In distributing this to his clients the individual architect can place in the Portfolio such other data as he might wish to include as appropriate to a particular project or client situation. The entire package is available to members of the Michigan Society of Architects at a small cost or the individual items in

the package can be purchased separately.

The Chapter Affairs Committee congratulates the M.S.A. on its achievement.  
—PAUL R. HUNTER, F.A.I.A., Chairman, A.I.A. Committee on Chapter Affairs.

## BULLETIN:

This is a note of congratulations to you and the other members of the Michigan Society of Architects for having developed the very handsome "Owner's Portfolio."

The portfolio should prove most useful in placing before an owner what the architect is and what he does. The portfolio should enable the individual architect to add illustrations of his own work in sketch form or photographs, or include

## Table of Contents

Letters .....	3	MSA, Michigan Items .....	37	Edgar A. Stubenrauch,	
Saginaw Valley Chapter .....	7	Statement of Ownership .....	41	A.I.A. & Associates .....	54
Architectonics, W M Chapter, A.I.A. ....	10	What is an Architect? .....	43	Eschweiler & Eschweiler, A.I.A. ....	54
Detroit Chapter, A.I.A. ....	12	Falling Building .....	49	William H. Cooley,	
Charles N. Agree, Inc., Architects .....	12	Producers' Council .....	50	A.I.A. & Associates .....	54
A.I.A. Producers' Christmas Party ....	15	Products News .....	51	Grassold-Johnson,	
Public Relations .....	33	National Architect .....	53	A.I.A. & Associates .....	54
Profit-Sharing in Architecture .....	35	Bulletin Board .....	53	Voorhees, Walker,	
				Smith & Smith .....	55

## Coming Issues

**DECEMBER**—Annual M. S. A. Roster (Geographical)

**JANUARY, 1959**—Manson & Carver Associates

**FEBRUARY**—Frederick E. Wigen & Associates

**MARCH**—45th Annual M.S.A. Convention

**APRIL**—Jahr - Anderson - Machida Associates

**MAY**—Magnuson & Sumner

**JUNE**—Annual M.S.A. Roster (Alphabetical)

**JULY**—Mackenzie, Knuth & Klein, Architects, Inc.

**AUGUST**—16th Annual Mackinac Mid-summer Conference

**SEPTEMBER**—Boddy, Benjamin & Woodhouse, Inc.

**OCTOBER**—Albert Kahn Associated Architects & Engineers, Inc.

**NOVEMBER**—Public Officials

## Monthly Bulletin, Michigan Society of Architects, Volume 32, No. 11

### including National Architect

#### MONTHLY BULLETIN

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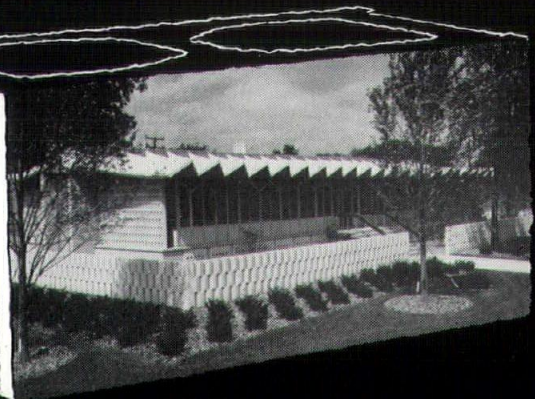
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his own printed brochure. I shall be most interested to learn of the various uses the portfolio may be put to.

An accomplishment such as this makes life very bright for Art Holmes and me in selecting material to be sent out as the "Document of the Month."—PAUL HUNTER.

#### BULLETIN:

On behalf of the Public Relations Committee of the Church Architectural Conference, sponsored jointly by the Church Architectural Guild of America and the Department of Church Building of the National Council of Churches, I write to thank you for the announcement you carry on page 43 of your September 1958 issue.

You are to be congratulated upon the beautiful and informative publication you produce. Inasmuch as you carry a great deal of material related to church design, I would greatly appreciate receiving copies of your journal.

I note that your Michigan Chapter awarded a gavel to President Richards, F.A.I.A. Last week it was my pleasure to be on a program with Mr. Richards at Bar Harbor, Maine.—C. HARRY ATKINSON, Editor, Protestant Church Administration and Equipment.

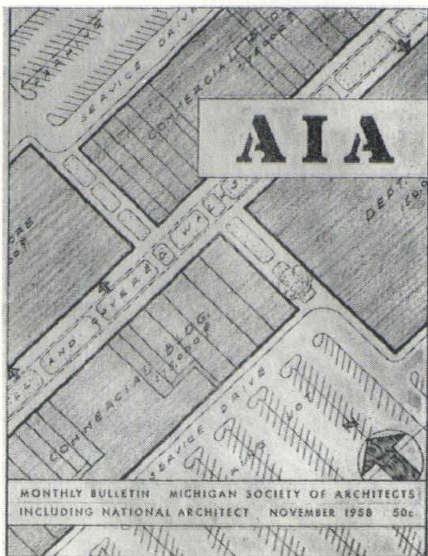
#### BULLETIN:

I thought the Detroit Chapter's action in recognizing Al Harley at the last Chapter meeting, was a very fine idea.

Having known Al intimately since we both were youngsters, I know him to be a man with a fine standard of ethics, and as you know, has done much for the profession, both in civic and professional matters.

A citation such as this, given to a gentleman who has always been an asset to the profession, should be an encouragement to our younger architects.—C. WILLIAM PALMER, F.A.I.A.

**THE COVER:** Designed by the office of Charles N. Agree, Inc., Architects, is a reproduction of a first study for the site plan of a shopping center.



## Unionization

A request by a group of Engineers in the Los Angeles area affiliated with the AFL-CIO that their union label be placed on engineering drawings on which they have worked was promptly and properly turned down last fall by the city's Board of Public Works. Both the Los Angeles Section of the American Society of Civil Engineers and the Consulting Engineers Council adopted resolutions commending the city's action. It might be salutary if other organizations would take similar action on the matter.

If the unionized engineers made their request after carefully analyzing its implications, it borders on the impertinent. If they didn't think it through, and just made a wild pitch on someone's bright idea, they would increase their stature as engineers if they would disavow their original action.

Engineering drawings are not articles

of commerce, like overalls, kitchen utensils and toys on which union labels are sometimes stamped. They are, instead, graphic expressions of technical conclusions reached by a professionally competent engineer, who signs his name to them to attest his responsibility for their accuracy and adequacy from a public safety standpoint.

Except for the name of the owner and the title of the drawing, which are necessary for identification and filing purposes, no stamp or insignia other than that of the engineer responsible for the design should appear on engineering drawings. Otherwise, as the ASCE Los Angeles Section resolution correctly points out, a divided responsibility is implied. Moreover, as the California State Board of Registration for Civil and Professional Engineers has ruled, the use of any other insignia than the seal of the engineer responsible for the design would be inconsistent with the law.

If engineering drawings should ever be degraded to the status of advertising billboards, which in effect the use of a union label would tend to do, the entire profession of engineering would share in the degradation. Requests to stamp advertising messages of any sort on engineering drawings required to be signed by a registered professional engineer are completely out of order. They should be rejected in the interest of professional integrity and public safety.—Engineering News-Record

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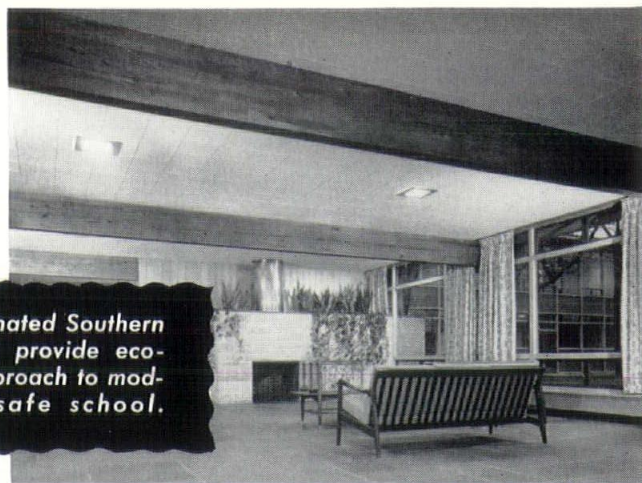
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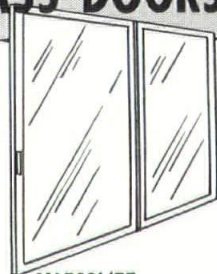
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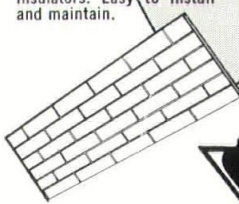


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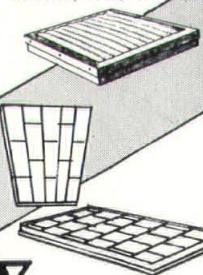


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# ***Saginaw Valley Chapter, A.I.A.***

Official Publication of the Saginaw Valley Chapter of The American Institute of Architects

AULDIN H. NELSON, President, 1669 N. Chevrolet Avenue, Flint 4

CLIFFORD E. GIBBS, Vice President, 5277 S. Dort Highway, Flint 4

VINCENT T. BOYLE, Secretary, 315 Post Street, Midland

ROBERT S. GAZALL, Treasurer, 602 Marquette, Flint 4

HARVEY C. ALLISON, Director, 315 Post Street, Midland

ARLEEN MONTFORD, Administrative Secretary, 120 Madison Avenue, Detroit 26

## **AIA** Saginaw Valley

AULDIN H. NELSON, of Flint, was elected President of the Saginaw Valley Chapter, A.I.A. at its annual meeting in Flint on October 21. He succeeds Harvey C. Allison, of the office of Alden B. Dow, of Midland, who continues on the Board as Director.

Clifford E. Gibbs, of Grand Blanc, was elected Vice President; Vincent T. Boyle, of Midland, reelected Secretary, and Robert S. Gazall, of Flint was elected Treasurer.

Elected to a two-year term on the Board of the Michigan Society of Architects was Clarence L. Waters, of Saginaw.

Continuing on the Society Board are James A. Spence and Frederick E. Wigen, both of Saginaw. Wigen is Society President.

VINCENT T. BOYLE, Secretary of the Saginaw Valley Chapter, A.I.A. reports a few year-end statistics. The Valley Chapter membership is 48 Corporates and 13 Associates. There were 7 new Corporate members during 57-58, and 3 new Associate.

The total number of firms is 24, three of them are new firms. The average meeting attendance has been 39.

Vincent further reports that at the January 21st meeting 35 members braved the worst snowstorm of the year to hear Dean Youtz at the Wenonah Hotel in Bay City. The new by-laws were approved at that meeting.

February 24th, 40 members were entertained at the Bancroft Hotel in Saginaw, by Mr. Mitchell of St. Joseph with

an imaginative display and talk on architectural models.

March 17th there were 21 present for the occasion of committee assignments. There was a report from the State Convention and a discussion of Regional Directors and fee schedules. The meeting was held in Bay City.

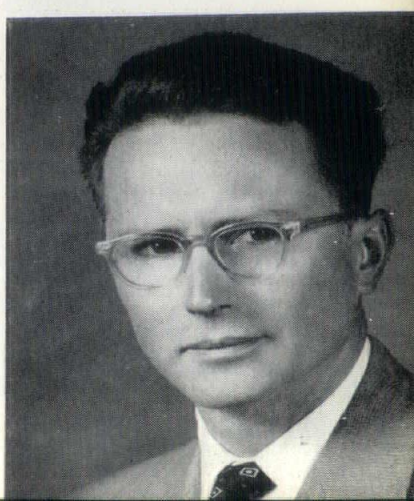
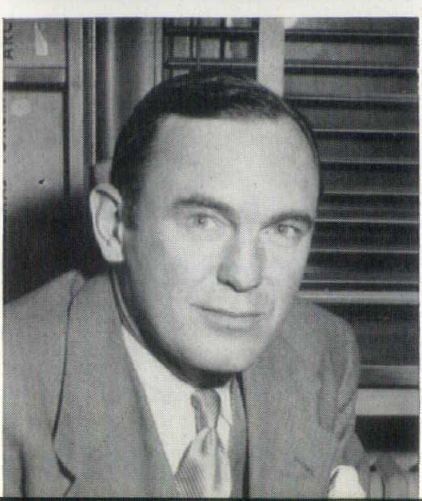
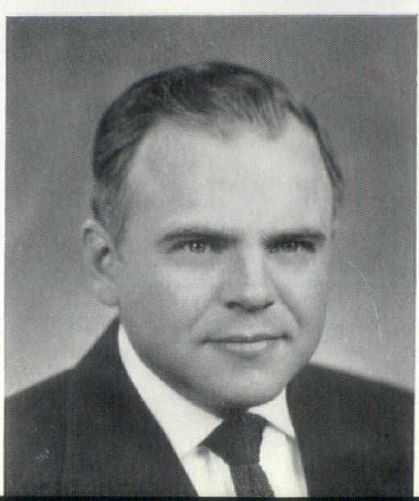
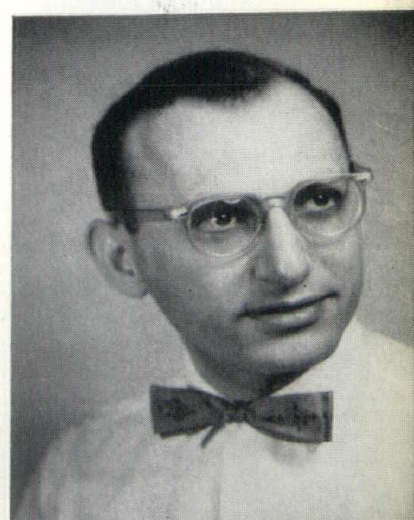
April 21st in Flint 30 members enjoyed a program on Precast and Prestressed Elements in Buildings.

June 2nd at Midland, 50 viewed 1957 A.I.A. Awards; heard Sculptor Marshall Fredericks and were entertained by Alden Dow at his home and office.

September 15th was the largest meeting in the history of the Chapter, when 55 members met at the Midland Country Club for a discussion on registration and practice.

The October 20th meeting was scheduled for the Durant Hotel, Flint, Michigan, for the annual election of Chapter officers. The Officers are listed with their pictures below.

Top Row (l. to r.): Nelson, Gibbs, Boyle, Gazall. Bottom Row: Waters, Wigen, Spence, Allison.

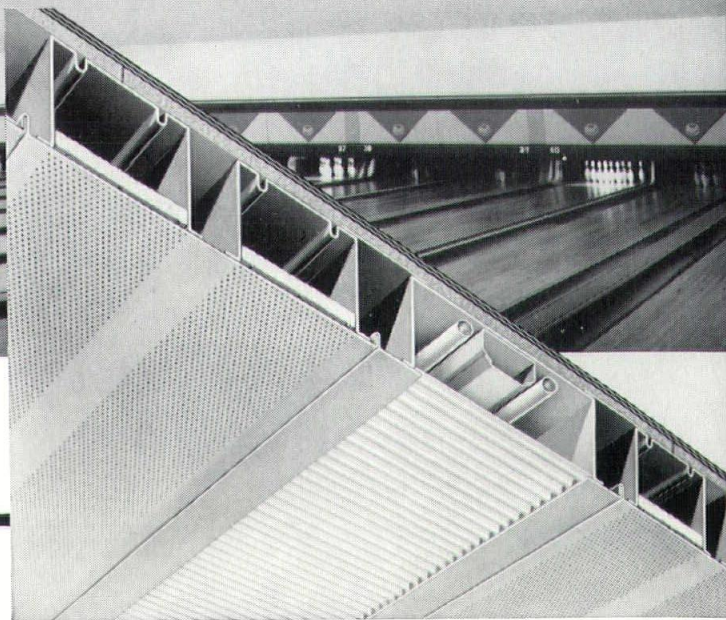




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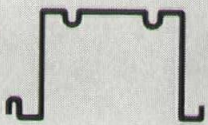
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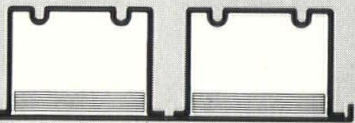
Roof is Supported by 126 Foot Laminated Wood Arches on  
23'-6" Centers; M-Deck Spans from Arch to Arch

## MAHON Long Span M-DECK SECTIONS



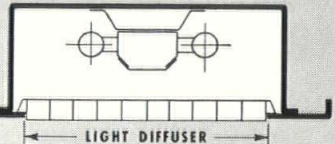
SECTION M1-OB

OPEN BEAM DEPTH 3", 4½", 6" or 7½"



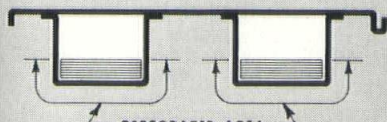
SECTION M2SR (Acoustical)

CEL-BEAM DEPTH 3", 4½", 6" or 7½"



SECTION M1T (Troffer)

DEPTH 6" or 7½"



SECTION M2 (Acoustical)

CEL-BEAM DEPTH 1½", 3", 4½", 6 or 7½"

## ☆ OTHER MAHON BUILDING PRODUCTS and SERVICES:

- M-Floors (Electrified Cellular Steel Sub-Floors)
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- Acoustical and Troffer Forms
- Acoustical Metal Walls and Partitions
- Acoustical Metal Ceilings
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- Steel Plate Components—Riveted or Welded

☆ For INFORMATION See SWEET'S FILES  
or Write for Catalogues

At Left: Cross Section of Long Span M-Deck  
Combined Roof-Ceiling with Troffer Lighting.

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Sales-Engineering Offices in Detroit, New York and Chicago  
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of Steel and Aluminum



# ARCHITECTONICS

Official Publication of the Western Michigan Chapter of The American Institute of Architects

PAUL A. HAZELTON, Vice President, Grandview Parkway, Traverse City

F. GORDON CORNWELL, Treasurer, Anderson Building, Traverse City

HOWARD E. DEWOLF, Secretary, 167 Maplewood Dr., East Lansing  
Fourth Street, Jackson

GEORGE W. SPRAU, President, 410 W. Walnut Street, Kalamazoo

JOSEPH T. DAVERMAN, Director, 924 Grandville Avenue, S.W., Grand Rapids 9

CLAUDE D. SAMPSON, Director, 115 Fourth Street Jackson

IAN C. IRNSIDE, Director, 322 Oxford Road, East Lansing

WESTERN MICHIGAN CHAPTER, A.I.A. held its annual meeting and election on October 13 at the Athlestone Club in Battle Creek. Thirty-eight members were present.

GEORGE W. SPRAU, of Kalamazoo, was reelected President; Paul A. Hazelton, of Traverse City, was elected Vice President; Howard E. DeWolf, of East Lansing, Secretary; F. Gordon Cornwell, of Traverse City, Treasurer. Elected to a two-year term as Chapter Director was Claude D. Sampson, of Jackson. Chapter Director with one-year term yet to serve is Joseph T. Daverman, of Grand Rapids. Ian C. Ironside continues on the Chapter Board as a director, by reason of being immediate past president.

Elected to two-year terms to serve on the Board of the Michigan Society of Architects were Clark E. Harris, of Lansing, and George B. Savage (reelected), of Grand Rapids. MSA Director for one-year term, as the Chapter's Liaison, is Hazelton. MSA Directors with one more year to serve are C. A. OBryon,

of Grand Rapids, and Peter Vander Laan, of Kalamazoo.

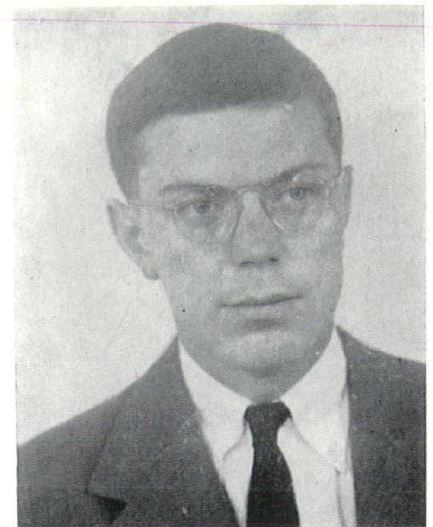
President George Sprau called on each Committee Chairman to report on his committee's activities for the year. A summary of those reports may be found on the facing page.

It was announced that the November 17th meeting will be held at the Pantlind Hotel in Grand Rapids.

After dinner, at the October 13th meeting, I overheard some of the members discussing the possibilities of forming a quartet. It sounded like a good idea! At the National Convention one of the state societies brought along its own jazz band made up of talented members.

DAVID POST, of Grand Rapids, will attend the Great Lakes Regional Public Relations Committee meeting in Cincinnati, on Wednesday, October 22nd, as the Western Michigan Chapter Delegate.

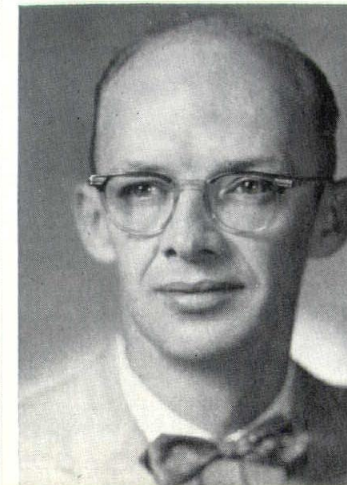
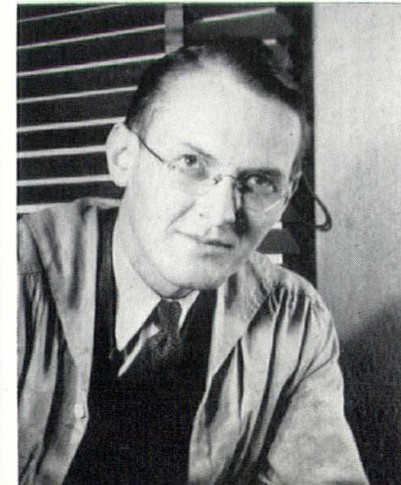
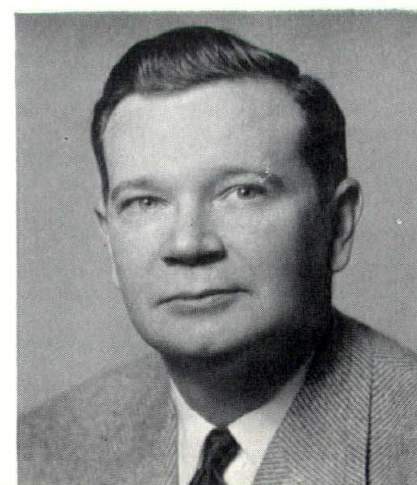
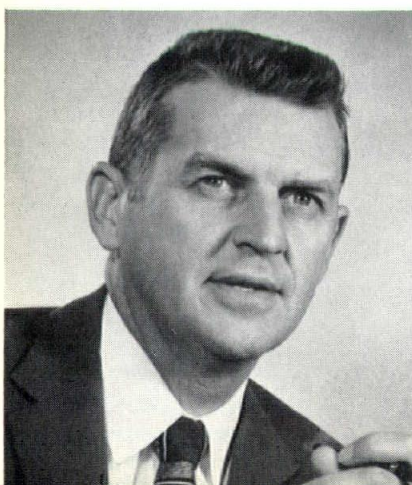
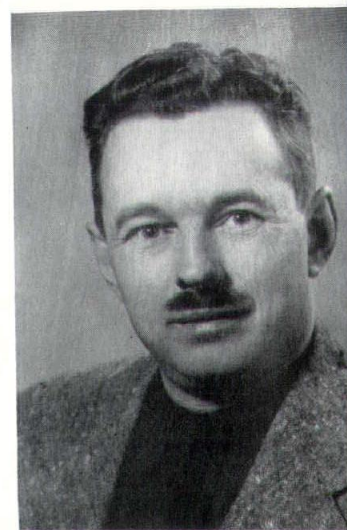
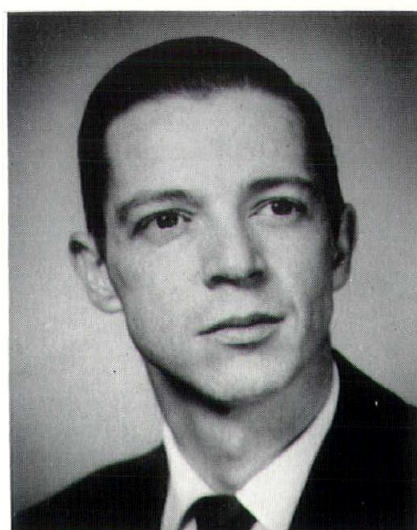
JOHN KNAPP, A.I.A., volunteered to arrange for exhibition space in Grand



GEORGE W. SPRAU

Rapids for the Western Michigan Honor Awards. The exhibit was recently on display at Showcase, Inc. in Birmingham, Michigan.

Top Row (L. to R.): Hazelton, DeWolf, Cornwell, Sampson. Bottom: Daverman, Ironside, Harris, Savage





# AIA

## WESTERN MICHIGAN ANNUAL REPORTS

### Program

#### Jay H. Volkers, Chairman

Your Program Committee makes the following recommendations:

The practice of limiting commercial-sponsored programs, we feel, should be continued.

It is important to vary the programs as much as possible, drawing on material and speakers from allied fields.

If possible, appoint members to the program committee from the various areas in which meetings are held so that a program committee member can be responsible for a program in his area.

The practice of appointing associate members as chairman of the day for the various programs, we feel, should be continued.

Have each program chairman keep a file on all material, for various programs, which accumulates during the year. Much of this material cannot be used during the current year but would be valuable to a new program committee chairman the following year.

### Relations With The Construction Industry

#### Chase Black, Chairman

Your committee, along with two members of the Saginaw Valley Chapter, A.I.A. and eight members of the Michigan Chapter, Associated General Contractors of America, Inc., compose the membership of the Michigan Joint Co-operative AIA - AGC Committee. The purpose is to resolve problems of mutual concern. This committee met eight times during the past year, spending about five hours at each meeting. Numerous hours are spent by individual members preparing background of the problems, and working on solutions to present to the committee for action. The following subjects have received attention by this committee:

Retained percentages, Substantial Completion, Responsibilities for shop drawings, Errors and Omissions, Bidding Procedures, Prequalification Laws for Public Building and Work, "Or Equal" question, Diversion from A.I.A. Forms, particularly General Conditions and Mechanics Lien Laws.

The Joint Committee has no authority

except to recommend to their respective groups. During the past several years a specification outline was prepared and distributed. Since its first printing, the Outline has been revised and extended to mechanical trades, and has been accepted as the basis for specifications, by a majority of Michigan firms and is also used by many firms throughout the country.

An immediate goal of the Joint Committee is to compile its many recommendations in a condensed version for presentation to the groups it represents. A discussion of each of the subjects considered by the committee will be included in this joint recommendation.

Chairman, Chase Black, notes with pride that attendance at the meetings has been excellent, which indicates a high degree of interest in the committee activities and a proof of need for its work.

### Membership

#### Richard G. Snyder, Chairman

A number of applications for membership have been reviewed since the 1957 Annual Meeting.

Eleven were for Corporate Membership. Ten were forwarded to the Chapter Secretary but one did not supply additional information requested, although a satisfactory report from architect reference was secured.

Four applications were for Chapter Associateship.

One Corporate application for transfer from Central Illinois Chapter, A.I.A. was accepted.

Applications for Corporate Membership were checked carefully to insure that the Institute would find them in order. References were consulted where deemed necessary. Work of the Committee was handled promptly by mail.

### Public Relations

#### Richard Prince, Jr., Chairman

The appearances of Committee Members on television in panel discussions and interviews have been well received.

The M.S.A. film has been shown at meetings of service clubs in two of the larger cities as well as on television.

On one occasion a Committee Member spoke to a group of high school graduates who have shown an interest in architecture as a career. It is recommended that we take advantage of this type of public relations whenever possible.

As a supplement to the work of this and future Public Relations Committees, it appears that the work of such local groups as the Grand Rapids Metropolitan Architectural League and the Kalamazoo Association of Architects has a great future potential.

### APELSCOR

#### Claude D. Sampson, Chairman

APELSCOR (Architects, Professional Engineers and Land Surveyors Council on Registration) held one meeting the first week in June of this year, which was attended by your Chairman.

At this meeting it was unanimously approved that there should be a second meeting early this fall. As yet, there has been no announcement of such meeting by the secretary.

It was announced that the State Board of Registration had decided to discontinue the certificate presentation award dinner and ceremony. A motion was made that the chairman of APELSCOR write the various participating organizations and state that delegates were in favor of continuing the presentation of certificates, in hopes that the Board would reconsider its action.

There was discussion about House Bill No. 261, which would permit consolidation of Boards and put all licensing in the hands of one group. The members present seemed to feel that this would not pass the legislature.

Motion was made and passed that APELSCOR recommend to the State Board of Examiners that parts 6 and 7 of the Architect's examination be made mandatory.

The Board of Directors of this Chapter should review very carefully with their representative the action of APELSCOR during the past two years before continuing its representation.

### By-Laws

#### Joseph T. Daverman, Chairman

A Special Committee was appointed to study existing by-laws and make recommended changes and adjustments required by past action of the Chapter and to correct discrepancies resulting from changes in the by-laws of the National AIA.

It is requested that the committee be continued for the current year to complete its work.

Recommendations made by the Executive Committee were:

Prepare complete review of by-laws and submit to Chapter for adoption.

Complete an up-to-date roster.

Continue use of M.S.A. Bulletin as official publication and increase the coverage of Chapter and local activities.

Consider development of part-time employee in work of Chapter Secretary and public relations and promotion activities.

Increase relations and cooperation with consulting engineering and professional engineering groups, especially in connection with registration law enforcement and "Package Deal" operations of contractors.

Have one or more Chapter programs on office practice.



# DETROIT CHAPTER, A.I.A.

ROBERT F. HASTINGS, President, 3107 West Grand Blvd., Detroit 2

PAUL B. BROWN, Vice President, 700 Red Cross Bldg., Detroit 1

WILLIAM LYMAN, Secretary, 74 West Long Lake Road, Bloomfield Hills

BRUCE H. SMITH, Treasurer, 2908 Woodward Avenue, Royal Oak

FREDERICK G. STICKEL, Director, 286 E. Brown Street, Birmingham

EARL G. MEYER, Director, 1306 Michigan Building, Detroit 26

PHILIP N. YOUTZ, Director, College of Architecture and Design, University of Michigan, Ann Arbor

GERALD G. DIEHL, Director, 120 Madison Avenue, Detroit 26

HEADQUARTERS, 120 Madison Ave., Detroit

ROBERT F. HASTINGS, A.I.A., Executive Vice President of Smith, Hinchman & Grylls Associates, Inc., Architects and Engineers, of Detroit, was elected President of the Detroit Chapter, American Institute of Architects at its annual meeting at Showcase, Inc. in Birmingham on October 14. He succeeds Gerald G. Diehl, A.I.A., who had served two terms.

Other officers elected were Paul B. Brown, of Harley, Ellington & Day, Inc., Vice President; William Lyman, of Swanson Associates, Inc., Secretary, and Bruce H. Smith, of Smith & Smith, Treasurer.

Philip N. Youtz, Dean of the College of Architecture and Design, University of Michigan, was elected a Director to succeed Lynn W. Fry, whose term expired. Diehl, Earl G. Meyer and Frederick G. Stickel continue on the Chapter Board. Diehl, as immediate Past President, replaces Suren Pilafian who had been on the Board nine years, two years as President.

Directors elected to serve on the Board of the Michigan Society of Architects: Louis G. Redstone, Walter B. Sanders,

**Alvin E. Harley, F.A.I.A. (left) receiving Gold Medal and Citation from President Diehl**



Sculptor Joseph Parducci (right) receiving Honorary Membership Certificate from Chapter President Gerald G. Diehl



Malcolm R. Stirton and Clifford N. Wright. Wright fills the one-year unexpired term of James Hughes, who resigned. Charles H. MacMahon, Jr., James B. Morison and Gustave Muth continue on the Society Board; Morison as immediate Past President and Meyer as the Detroit Chapter Board's appointee.

Great Lakes Regional Council Delegates: Werner Guenther, Thomas H. Hewlett, Amedeo Leone, Earl W. Pellerin and Pilafian.

The occasion was the annual joint meeting with members of the Board of Directors of the Michigan Society of Architects. Attendance was 244.

The meeting, in recognition of the Chapter's more than 100 members in Oakland County, proved almost a clean sweep for them politically. The only offices they captured were President, Vice President, Secretary, Treasurer, three of five Great Lakes Delegates, one carry-over Chapter Director and two carry-over MSA Directors.

The Chapter paid tribute to one of its distinguished members and to a friend who has contributed much in allied arts.

ALVIN E. HARLEY, F.A.I.A., senior member of the Detroit firm of Harley, Ellington & Day, Inc., Architects and Engineers, was awarded the Chapter's 1958 Gold Medal.

His citation read:

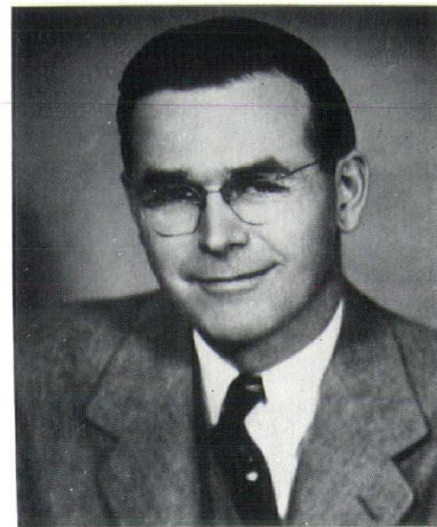
In this year when The American Institute of Architects begins its second century, its Detroit Chapter pays tribute to a gifted son who has completed a half century of distinguished practice.

Admitted to The Institute in 1920, Alvin Harley served as President of the Michigan Society of Architects in 1921, and President of the Detroit Chapter of The American Institute of Architects from 1935 to 1937.

In 1947, he was elevated to Fellowship in The Institute "For his pronounced sensitivity in architectural design, as the work produced in his office so eloquently testifies."

The human touch which cultivates sympathy with his fellow critics, and the brilliance of his contributions will brighten the long span of the century to come.

In recognition of his years of unflagging service toward the advancement of his profession, his helpfulness to younger men, and toward better understanding of good architecture epitomized by the long standing and high character of his firm's work, Detroit Chapter is proud to award its 1958 Gold Medal to Alvin Ernest Hartley.



ROBERT F. HASTINGS, A.I.A.

ROBERT FRANK HASTINGS, the Chapter's new President, was born December 20, 1914 in Kenosha, Wisconsin, where he received his early education. After studying at the University of Wisconsin, he entered the University of Illinois, where he received his bachelor of science in architectural engineering in 1937.

He became employed by Smith, Hinchman & Grylls, Inc., Architects and Engineers, of Detroit, in 1937, and he has remained with the firm since except for a period when he was engaged on war work with the Fisher Aircraft Division of General Motors Corporation. He became Vice President of his firm in 1951, Executive Vice President in 1958.

He was registered in Michigan as an architect in 1946, and he is registered also as a professional engineer.

He was a member of the Michigan Society of Architects special Committee on Fees, and he was largely responsible for the Society's new Schedule of Recommended Minimum Fees.

Mr. Hastings is a member of The American Institute of Architects, its Detroit Chapter, the Michigan Society of Architects, The Engineering Society of Detroit, American Society of Civil Engineers, Greater Detroit Board of Commerce, Detroit Athletic Club, Detroit Golf Club and the Recess Club. He is active in the Presbyterian Church, both locally and nationally, and particularly interested in its program of housing for the aging. He is President of the Board of Directors of Presbyterian Village of Detroit, and a member of the Metropolitan Committee on the Aging.



DETROIT SCULPTOR, JOSEPH PAR-  
DUCCI was awarded Honorary Mem-  
bership in the Chapter.

William Edward Kapp, F.A.I.A. ad-  
dressed the Chapter in a tribute to Mr.  
Parducci and his work.

Mr. Parducci's Citation read:

In an age when our people seek re-  
lease from the tensions of world prob-  
lems, our architecture has filled that  
need because of the artistry of such men  
as Joseph Parducci.

Our appreciation is offered one whose  
path through the years, in tireless de-  
votion to the ideals of his profession, has  
held always in the direction of greater  
service to his fellow artists and to a fuller  
life for mankind.

Through his lifelong studies and ex-  
cellence in modeling architectural orna-  
ment, and his sculpture, Joseph Parducci  
has won for our profession wider under-  
standing and appreciation.

His loyal service and distinguished  
achievements in the field of art, and par-  
ticularly sculpture, have enhanced our  
buildings, brightened our lives and im-  
proved the public taste.

In recognition of these attributes and  
his many other valuable contributions,  
and as a token of our pride, Detroit  
Chapter of The American Institute of  
Architects awards its Honorary Member-  
ship to Carrado Joseph Parducci.

Mr. Parducci, a native of New York  
City, was educated there and he received  
his training in modeling and sculpture  
at the Beaux Arts Institute of Design  
and at the New York Art Students'  
League.

He came to Detroit in 1912, and after  
further study he established his studio  
here.

Some examples of his work are to be  
seen in such Detroit Churches as Blessed  
Sacrament, by Diehl & Diehl, architects;  
St. Aloysius, by Donaldson & Meier, and  
Assumption, by Herman & Simons.

His other examples appear in connec-  
tion with Detroit's Maccabees building,



Mrs. John A. Allen and Mr. Allen, A.I.A. (second and third from left) receiving the first prize of lawn furniture. Others in the picture are owners of Showcase, Inc.: at extreme left is Mr. Paul H. St. Amour; next to Mr. Allen is Mrs. St. Amour; Mrs. George Puddington and Mr. Puddington. Grand Prize Donor was Royal Oak Wholesale Company.

Albert Kahn, architect; Masonic Tem-  
ple, by George D. Mason & Co.; Buhl,  
Penobscot and Guardian buildings, by  
Smith, Hinchman & Grylls, architects.

Retiring President Gerald Diehl thank-  
ed the officers, directors and committees  
who had served with him for the past  
two years, stating that, because of their  
loyal support, the Chapter had gained  
an enviable position among professional  
organizations.

Newly elected President Robert Hast-  
ing accepted "With humility and appre-  
ciation for the opportunity to serve a  
great organization."

Responding to President Diehl's re-  
quest, Frederick E. Wigen, President of  
the Michigan Society of Architects spoke  
briefly on what the Society is doing. He  
mentioned the Sustaining Membership  
which caries on the Society's Public  
Relations program and its many other  
activities in the interest of the profes-

sion. Among these, he said, are the  
public relations counsel, administrative  
secretary, the new fee schedule, the  
100,000 brochures that are being distri-  
buted and a score of other projects, all  
of which indicates that the Society has  
really become big business and is per-  
forming a much-needed service to its  
members and the public.

THE VILLAGE WOMAN'S CLUB of  
Birmingham provided the feature of the  
evening, presenting an amusing musi-  
cal play entitled "How to Build a Build-  
ing," based upon their Building Commit-  
tee's experiences with Smith, Tarapata  
& MacMahon, Architects, of Birmingham.  
Among those responsible, as authors,  
producers, players, etc. are:

Mesdames W. H. Adams, Robert Budd,  
Franklin Butler, Louis Colombo, Donald  
Hutton, Henry Jackson, Dietrich Kohl-  
saat, George McCormick, Brooks Mar-  
shall, H. Gray Muzzy, James J. Nance,  
R. T. O'Reilly, F. C. Pew, Jr., William  
Vasu, Malcolm Welty, Dorothy Wright,  
and Wright Yont.

We are indebted to them; to Harry M.  
Denyes, A.I.A., City Commissioner and  
Ralph W. Moxley, Chief of Police, of  
Birmingham, for their cooperation in  
parking arrangements; to Grinnell Bros.  
and organist Eric Norris, and to the  
donors of door prizes:

Belden-Stark Brick Co., Bermuda Stone  
Co., Byrne Plywood Co., Century Brick  
Co., Consumers Power Co., Continental  
Chemical Co., Desco Metals Co., Fisher  
Wall Paper & Paint Co., Hardware, Inc.,  
Kaye Sash & Screen Co., King Fence &  
Supply Co., Reynolds Metals Co., Royal  
Oak Wholesale Co., Structural Clay Pro-  
ducts Institute, Stuart Davis & Co., and  
Whizzer Industries, Inc.

Sam Burtman, of Century Brick Co.,  
donated a side of bacon, which was  
won by Louis Redstone. Oh my!

#### THE PLAYERS—VILLAGE WOMAN'S CLUB OF BIRMINGHAM





# Detroit Chapter's Next Meeting

Detroit Chapter of The American Institute of Architects and the Michigan Section, Illuminating Engineering Society will hold a joint meeting at The Detroit Edison Company's General Office Building, 2000 Second Avenue, Detroit, Tuesday, November 11, 1958.

Lyall H. Askew, A.I.A. and Frank E. North, I.E.S., co-chairmen of the program committee, announce that Mr. Cash Crouch, National Technical Director of I.E.S., will be the principal speaker, and his subject will be "Recently Completed Research Establishing Illumination Levels." Also on the program will be an architect who will discuss the application of new methods and theories of lighting.

Dinner will be served in the Company's cafeteria beginning at 5:30 P.M. The meeting will be in the Company's Main Auditorium at 7:30 P.M. The price of the dinner will be \$2.75.

The Board of Directors of The A.I.A., Detroit Chapter, will meet in room 829 (8th floor) beginning at 4:00 P.M.

WILLIAM E. KAPP, F.A.I.A., recently discussed the problems of planning a planetarium, at Cranbrook Institute of Science, Cranbrook, Michigan.

Mr. Kapp was the designer of the Institute's planetarium and he addressed some fifty interested planners from all parts of the United States and Hawaii. Among this group were educators, clergymen, scientists, members of the Armed Services, city planners and people interested in astronomy.

Robert G. Snyder, A.I.A., Director of the Department of Architecture at Cranbrook, was Chairman of the program.

The Cranbrook project was Michigan's first public planetarium. It was added to the Institute in 1955 from funds provided by public subscription. The circular projection room, opening from the main lobby, is spanned by a hemispherical dome 30 feet in diameter. On the dome a Spitz planetarium projects images of the stars of the first to the fourth magnitude, the planets which are in nature visible to the unaided eye, the moon in its several phases; and it can superimpose various navigational devices. The stars and planets may be shown moving in their normal courses across the sky, looking the more realistic because of the differential brightness of the first-magnitude stars. The demonstrator may so control the instrument as to show the constellations of either hemisphere. Sound effects heighten the out-of-doors illusion. The planetarium is named the "Robert R. McMath Planetarium," honoring the man who has done so much to foster astronomical education at Cranbrook.

ROBERT J. TOBIN, ROBERT G. TUCKER AND ULRICH WEIL have been elected to membership in The American Institute of Architects and assigned to the Detroit Chapter.

Tobin, of 496 Lincoln Road, Grosse Pointe, received his professional education at Western Michigan College and at the University of Detroit.

After experience in Detroit architectural offices he presently is an architectural designer with the General Motors Corp.

Tucker, of 29434 Fall River Road, Birmingham, received his professional education at the Western Reserve Academy, University of Wisconsin and Ohio State University.

He is presently employed by the Birmingham architectural firm of O'dell Hewlett & Luckenbach.

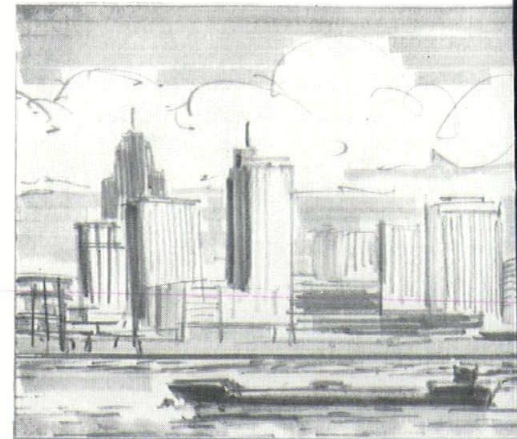
Weil, of 20265 Rutherford, Detroit, a native of Germany received his professional education at the Institute of Technology, Hanover, Germany and at Harvard University.

He has been employed by architectural firms in the Detroit area and is presently in his own practice.

MICHIGAN ASSOCIATION OF SCHOOL BOARDS and Michigan Society of Architects awarded six citations in their annual joint school design exhibition at Michigan State University recently, as follows:

Smith & Smith, of Royal Oak, for the Utica Community School; Frederick Brauning Associates, St. Clair Shores for Elementary School, Dye School District, Flint; Eberle M. Smith Associates, Inc., for the Northville High and Grosse Isle Elementary; Smith, Tarapata & MacMahon for Birmingham Junior-Senior High, and the School District Administrative Building, Flint.

The jury consisted of James Hornbeck senior editor of Progressive Architecture; Charles T. Granger, A.I.A., of Austin, Texas; Lee M. Morris, Superintendent of Schools, Harvey, Ill., and Francis D. Weeks, of the Highland Park, Ill. School Board.



*The seaway looks upon  
Detroit's changing face*

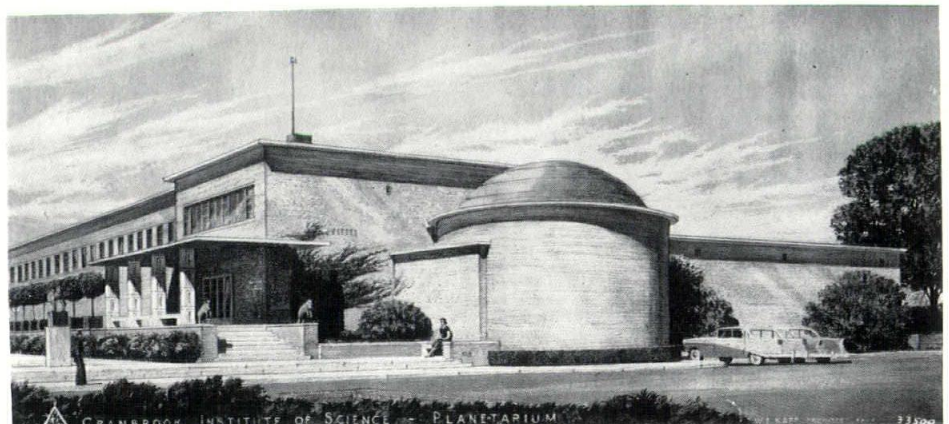


DETROIT CHAPTER, AMERICAN  
INSTITUTE OF ARCHITECTS  
120 MADISON AVENUE, DETROIT

AT DETROIT CHAPTER, A.I.A. ANNUAL MEETING, retiring President Gerald Diehl announced that the Chapter will have a quarter-page advertisement in the Sunday, November 23 issue of The Detroit Free Press, which is to be a special edition devoted to the St. Lawrence Seaway. Five large architectural firms have contributed the cost of the ad, which will relate the architectural profession to the Seaway project and take the opportunity to do a little pointing with pride to the profession's accomplishments hereabout.

The firms contributing to the cost of this ad are Giffels & Rossetti, Inc.; Albert Kahn Associated Architects and Engineers, Inc.; Odell, Hewlett & Luckenbach; Eberle M. Smith Associates, Inc., and Smith, Hinchman & Grylls Associates, Inc. No firm names will be mentioned in the ad.

Mr. Diehl said the Chapter is indebted to these firms for their contributions.







Mrs. George Frederick Muller



Mrs. Lyall Henry Askew

## **Head Architects'-Producers' Annual Christmas Party** **At The Detroit Yacht Club** **December 12, 1958**

THE ANNUAL DINNER DANCE and Christmas Party will be under the joint chairmanship of Mrs. Lyall Henry Askew, wife of the Chairman of the Program Committee of the Detroit Chapter of the American Institute of Architects, and Mrs. George Frederick Muller, wife of the President of the Michigan Chapter of the Producers' Council, Inc.

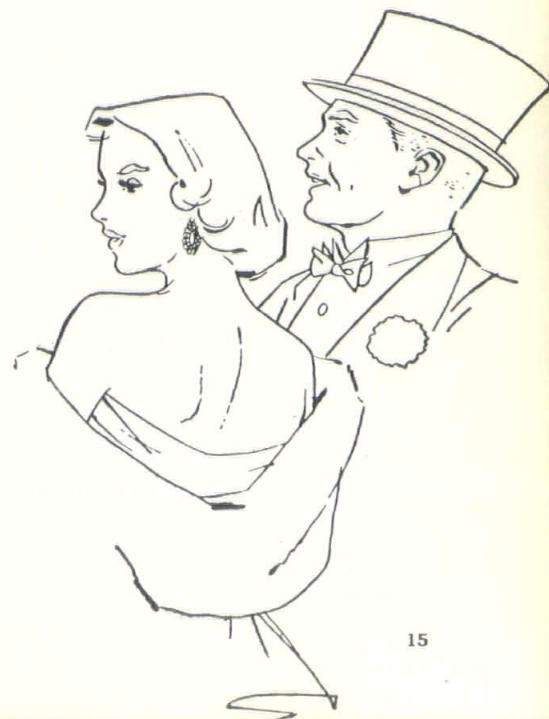
Their joint committee consists of Mrs. Eugene Hannum, Mrs. Gerald G. Diehl, Mrs. C. Russell Wentworth, Mrs. Peter Tarapata, Mrs. E. Burton Wolf, Mrs. Werner Guenther, Mrs. Charles J. Mock, Mrs. Earl G. Meyer, Mrs. J. B. Rousseau, Mrs. Lynn W. Fry, Mrs. Samuel Burtman, Mrs. Frederick G. Stickel, Mrs. Paul Marshall, Mrs. Suren Pilafian, Mrs. Charles W. Trambauer, Mrs. Talmage C. Hughes, Mrs. Charles W. Burrows.

Mrs. Jack K. Monteith, Mrs. Henry Clay Hall, Mrs. Eberle M. Smith, Mrs. Thomas C. Schwer, Mrs. Joseph W. Leinweber, Mrs. Richard G. Pass, Mrs.

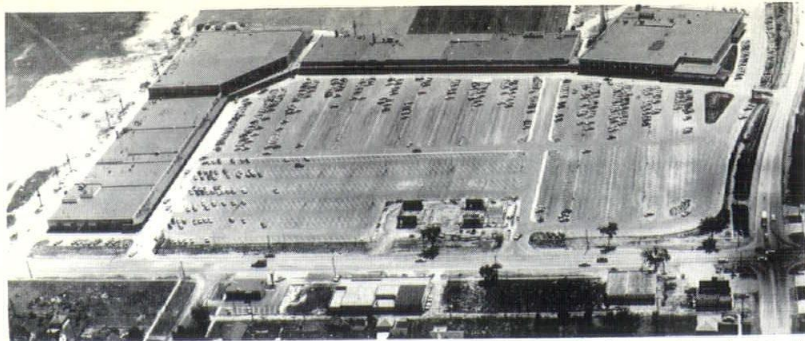
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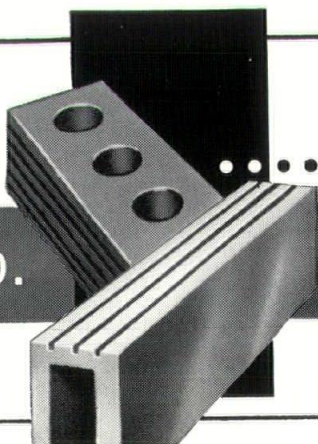
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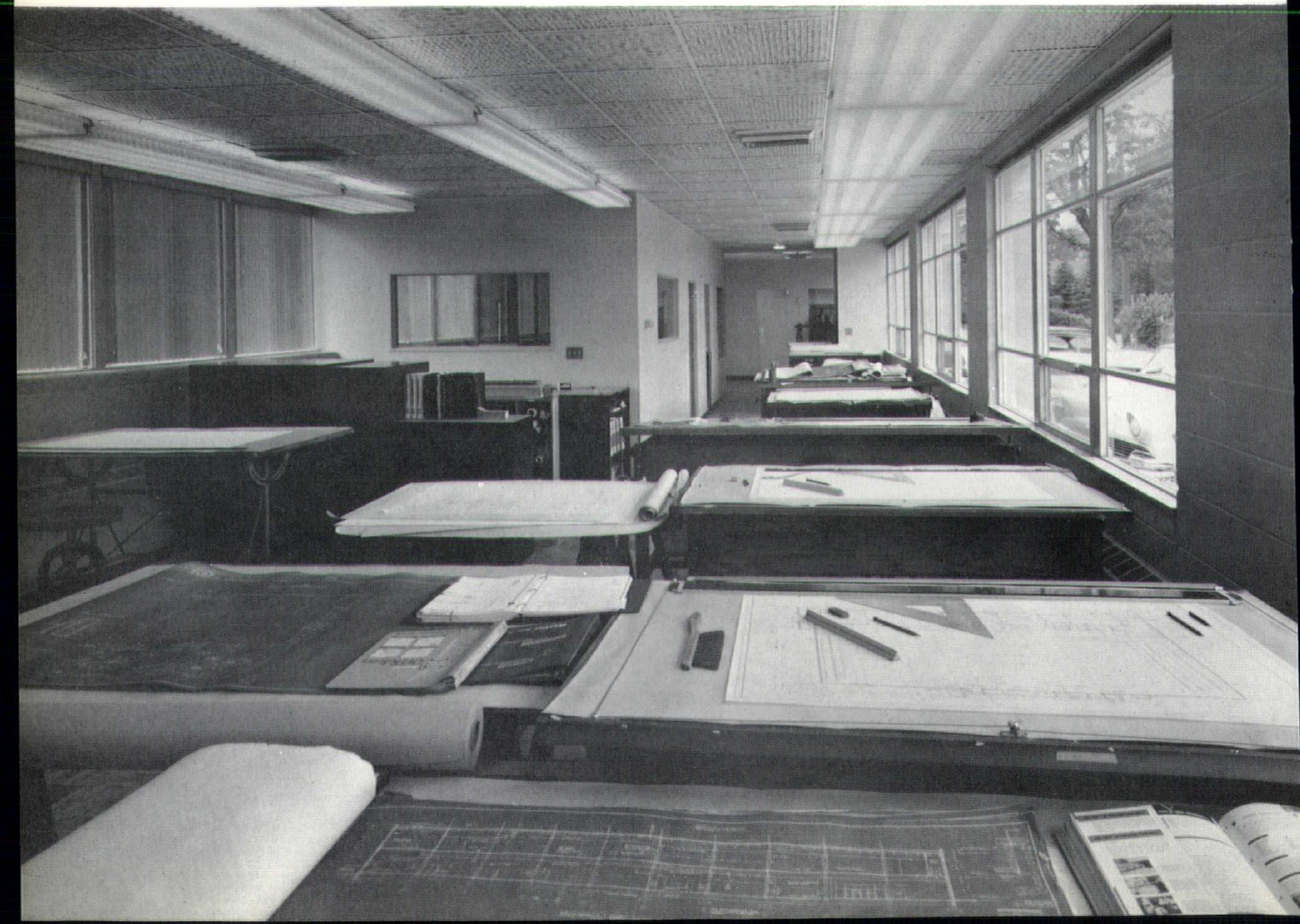


Principals of the firm

Charles N. Agree, A.I.A.

Eugene W. Mitton, A.I.A.

A. Arnold Agree, A.I.A.

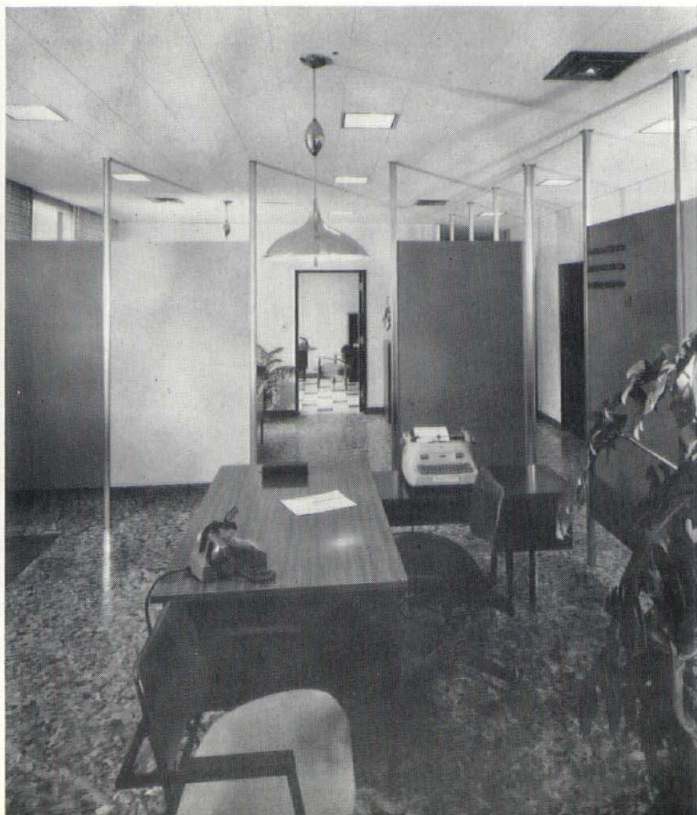
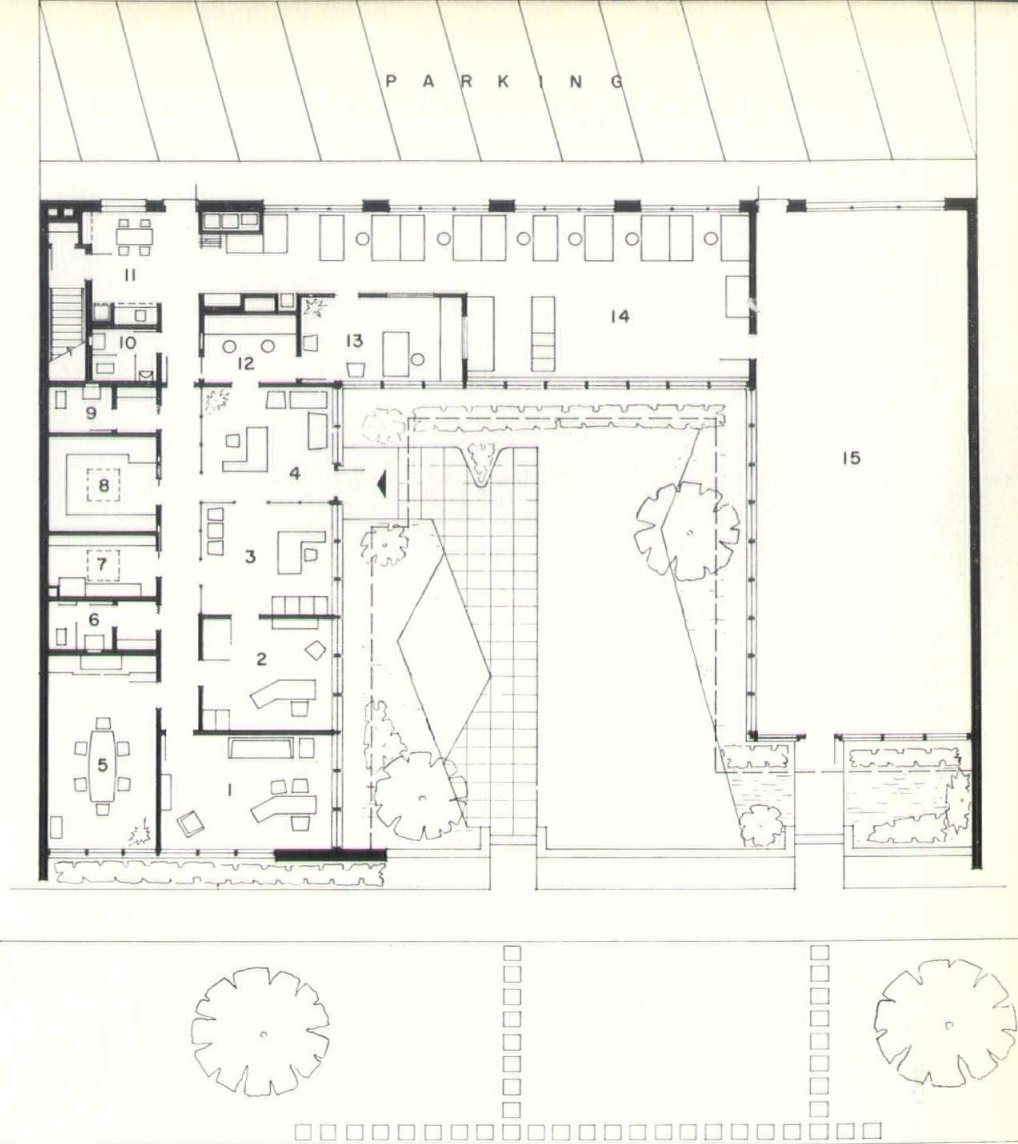




Offices of Charles N. Agree, Inc.  
Detroit, Michigan

KEY TO PLAN

- One — President's Office
- Two — Administrative Office
- Three — Secretary — Bookkeeper
- Four — Receptionist
- Five — Conference Room
- Six — Executive Wash Room and Coats
- Seven — Sample Room
- Eight — Mimeo and Supply Room
- Nine — Women's Wash Room and Coats
- Ten — Men's Wash Room
- Eleven — Employee's Dinette
- Twelve — Contractors' Estimating Room
- Thirteen — Executive Office
- Fourteen — Drafting Room
- Fifteen — Tenant's Leased Space



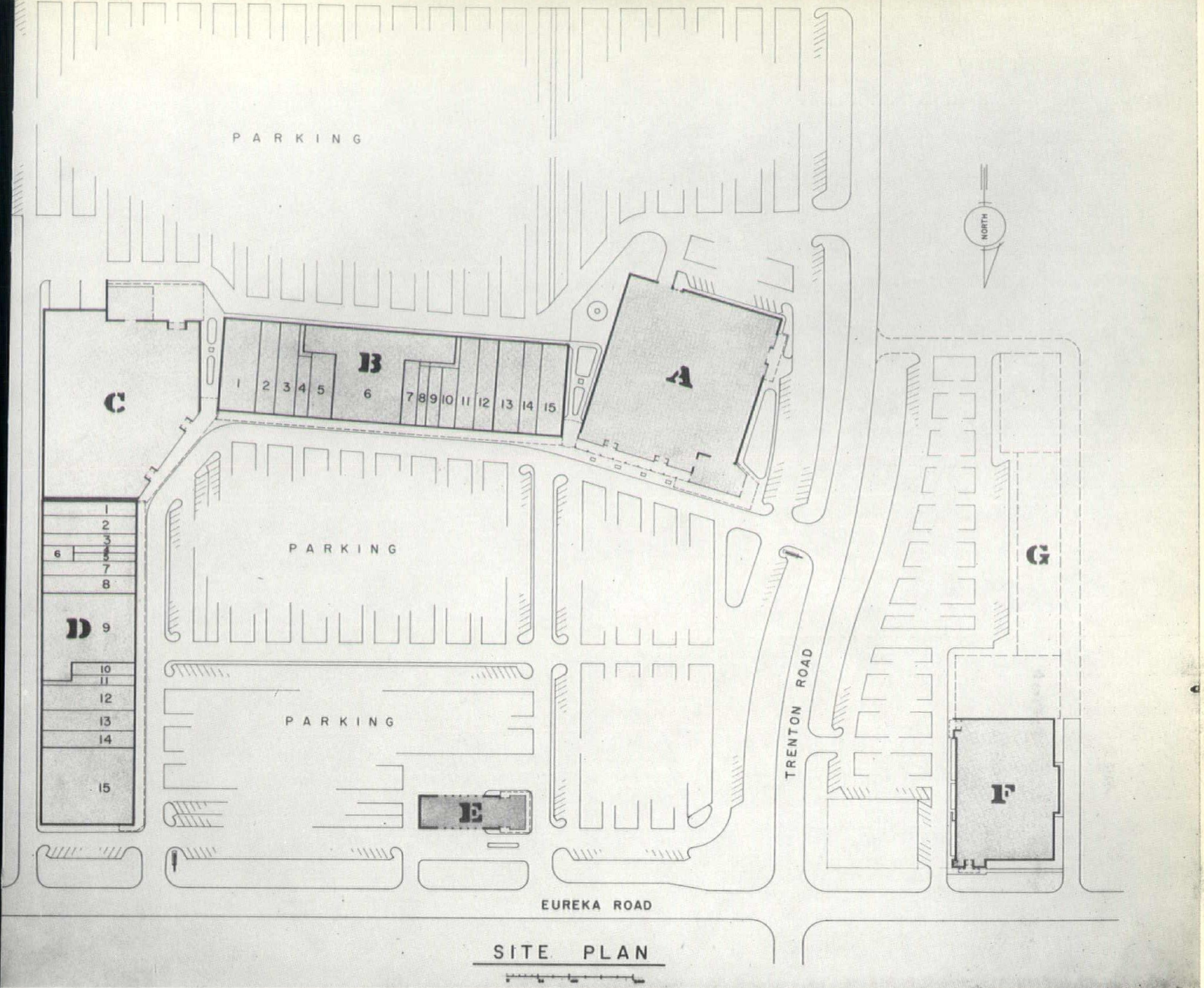




SOUTHGATE SHOPPING CENTER  
CITY OF SOUTHGATE, MICH.







# **SOUTHGATE SHOPPING CENTER** **KEY TO SITE PLAN**

Building Unit A — Federal Department Store

Building Unit B — Fifteen Leased Spaces

- B-1 — Drug Store
- B-2 — Mens Wear
- B-3 — Ladies Shoes
- B-4 — Lingerie
- B-5 — Mens Wear
- B-6 — Variety Store
- B-7 — Confectionery
- B-8 — Millinery
- B-9 — Lingerie
- B-10 — Habadashery
- B-11 — Family Shoes
- B-12 — Dress Shop
- B-13 — Ladies Ready to Wear
- B-14 — Ladies Shoes
- B-15 — Feminine Apparel

Building Unit C — Montgomery Ward Department Store

Building Unit E — Auto Service Store

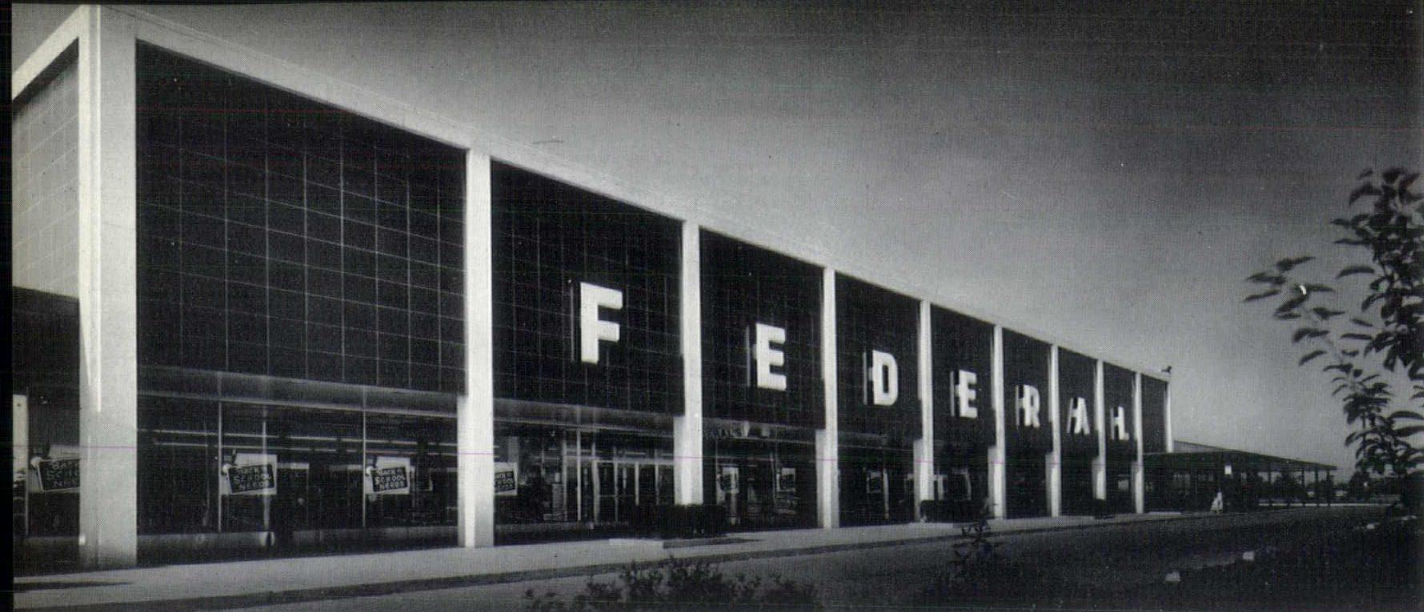
Building Unit D — Fifteen Leased Spaces

- D-1 — Family Shoes
- D-2 — Appliances
- D-3 — Fabric Shop
- D-4 — Record Shop
- D-5 — Optical Shop
- D-6 — Project Office
- D-7 — Camera and Gift Shop
- D-8 — Childrens Wear
- D-9 — Variety Store
- D-10 — Dry Cleaning and Laundry
- D-11 — Finance Office
- D-12 — Hardware and Auto Supply
- D-13 — Southgate Bank
- D-14 — Jewelry
- D-15 — Supermarket

Building Unit F — Bowling Lanes and Cocktail Lounge

Building Unit G — (Proposed) Market, Service Store and Furniture Store





FEDERAL DEPARTMENT STORES



SOUTHGATE SHOPPING CENTER

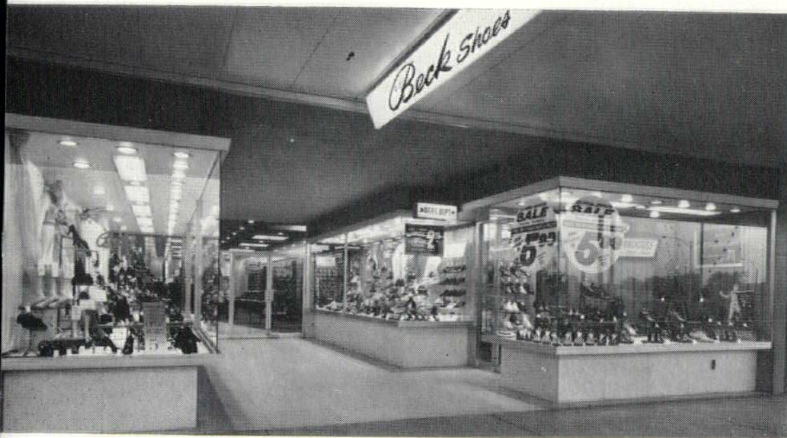
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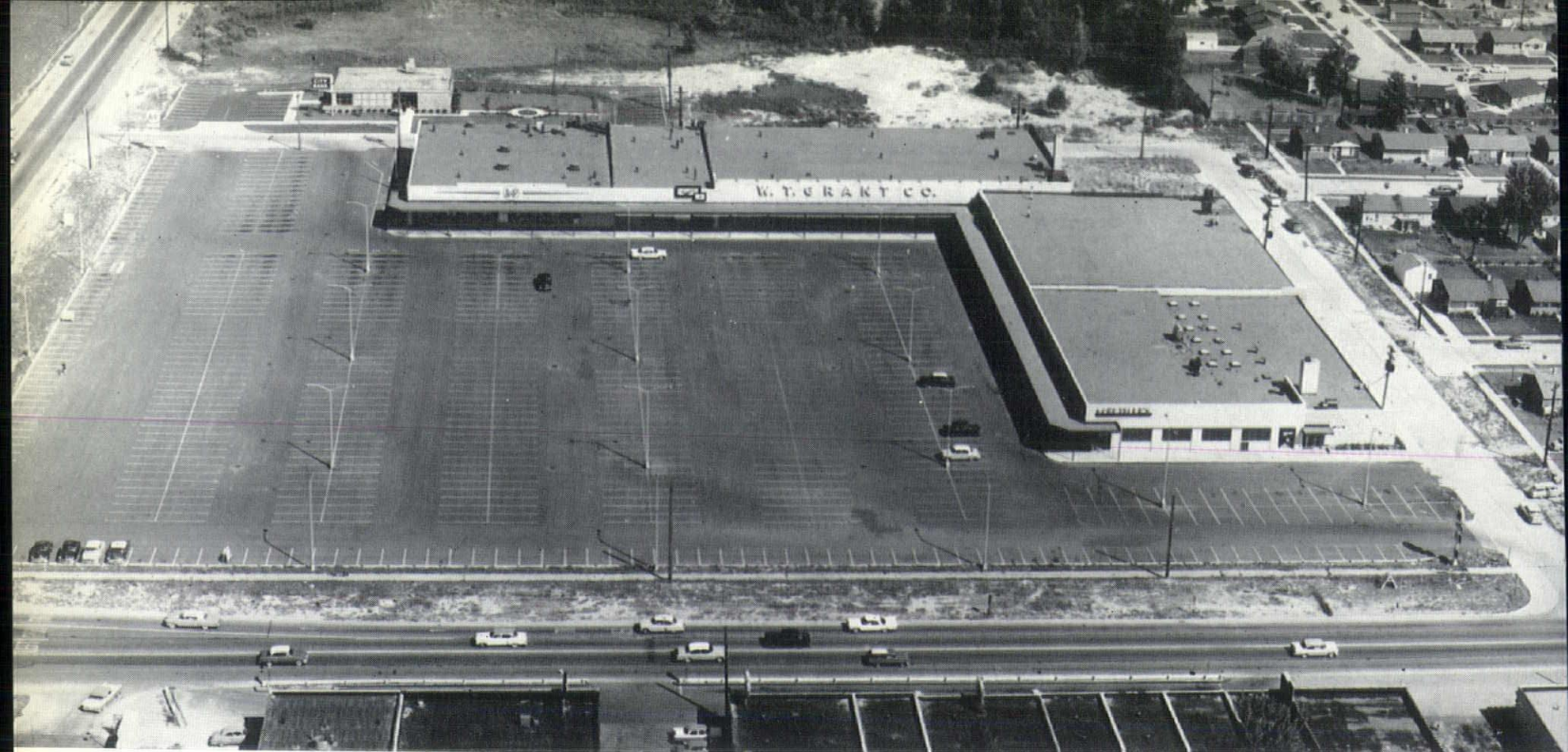


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ST. CLAIR SHORES, MICHIGAN

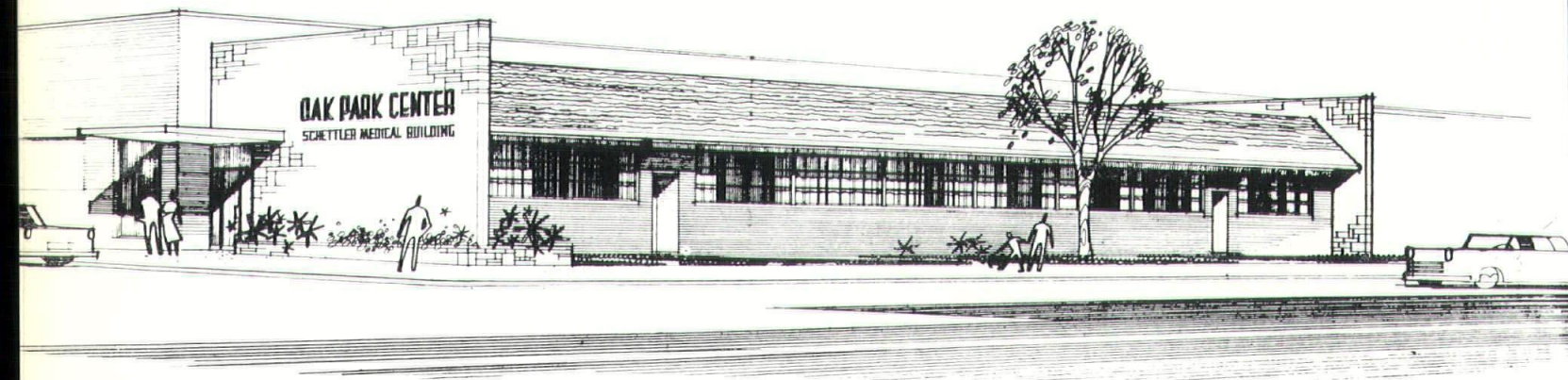








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OAK PARK, MICHIGAN



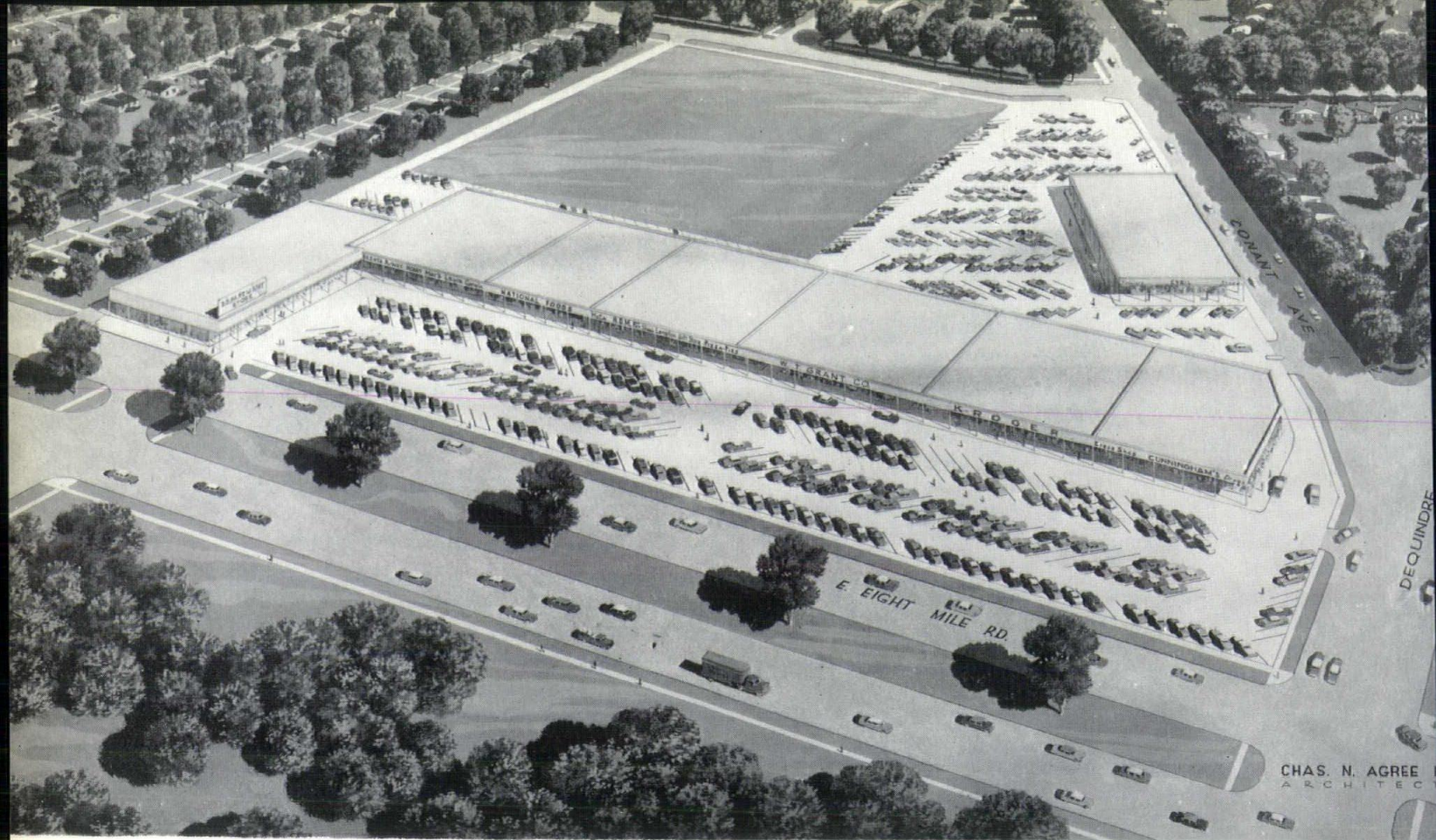




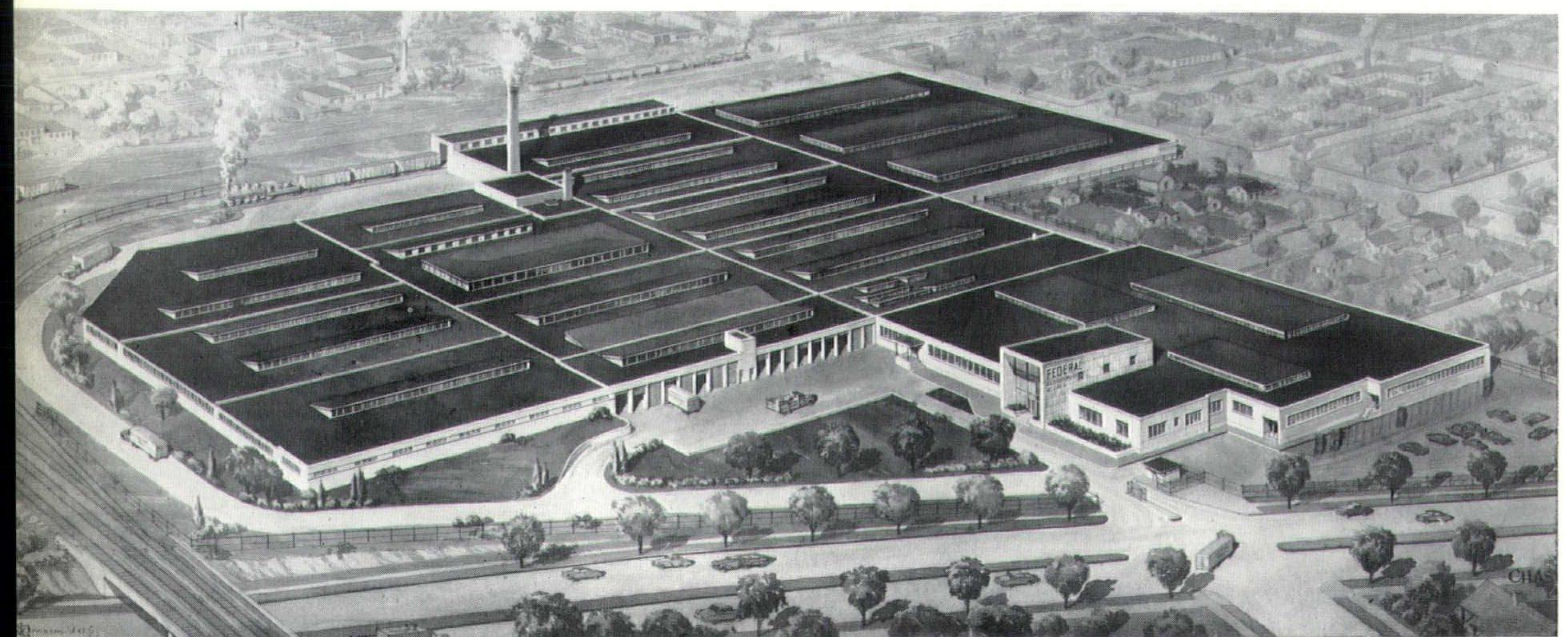
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EASTGATE SHOPPING CENTER  
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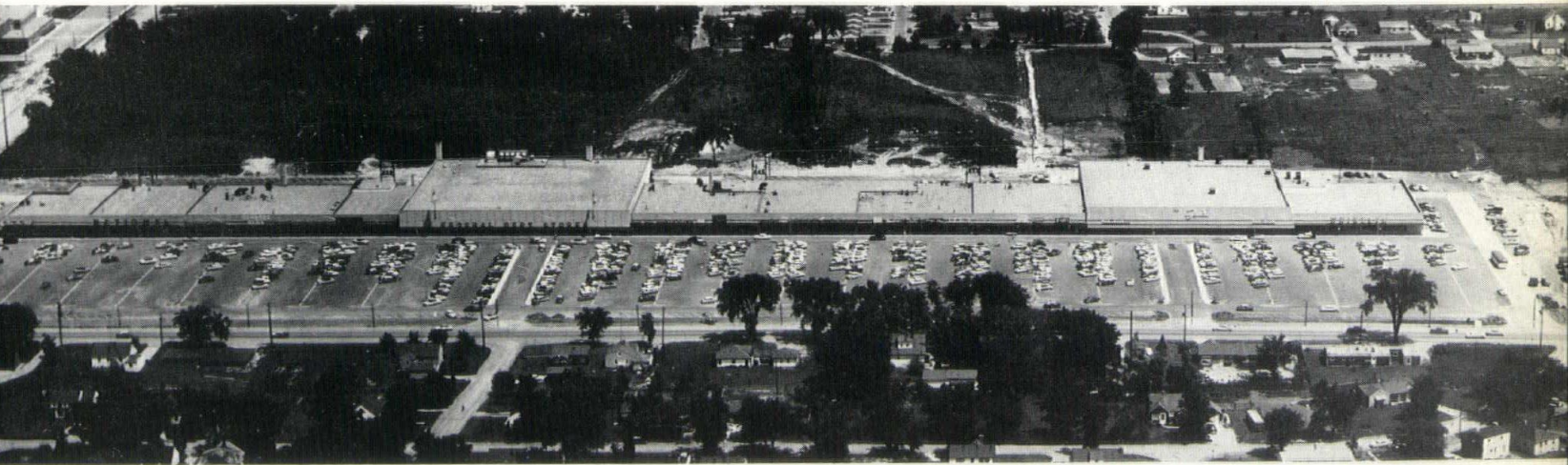


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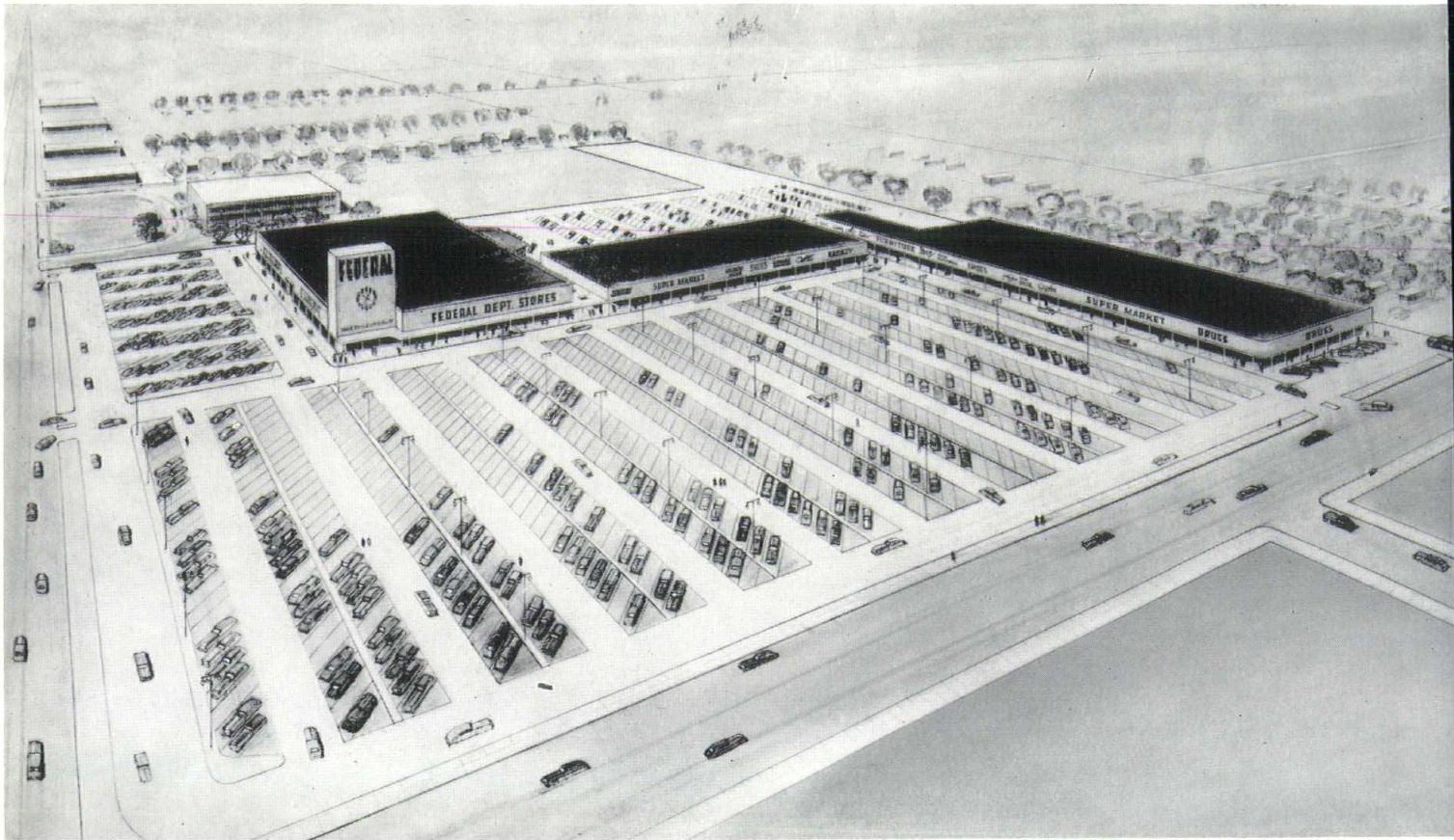
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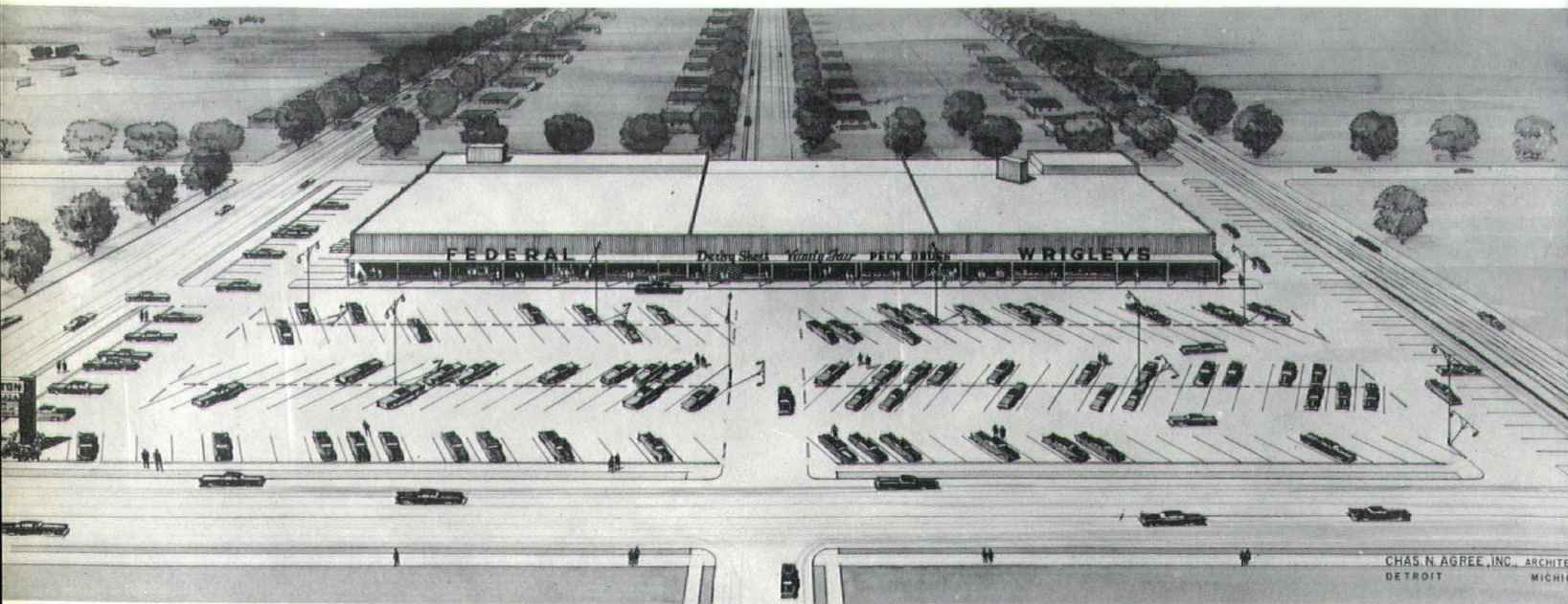


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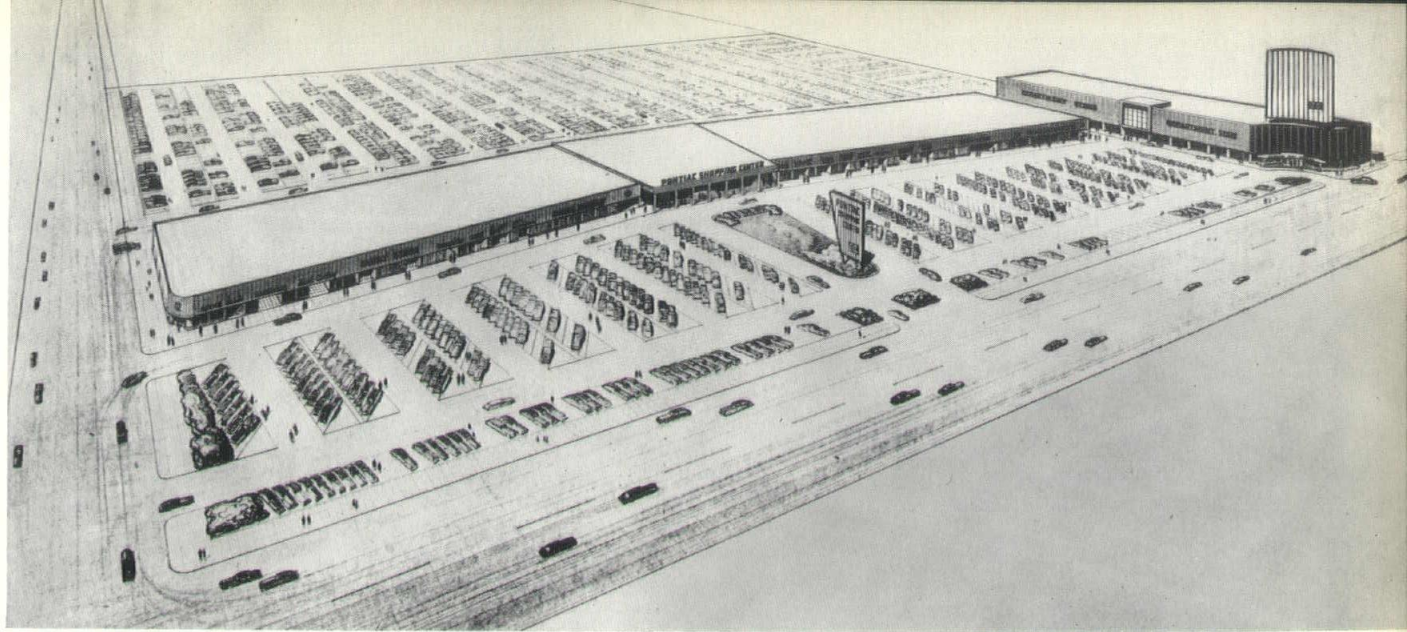


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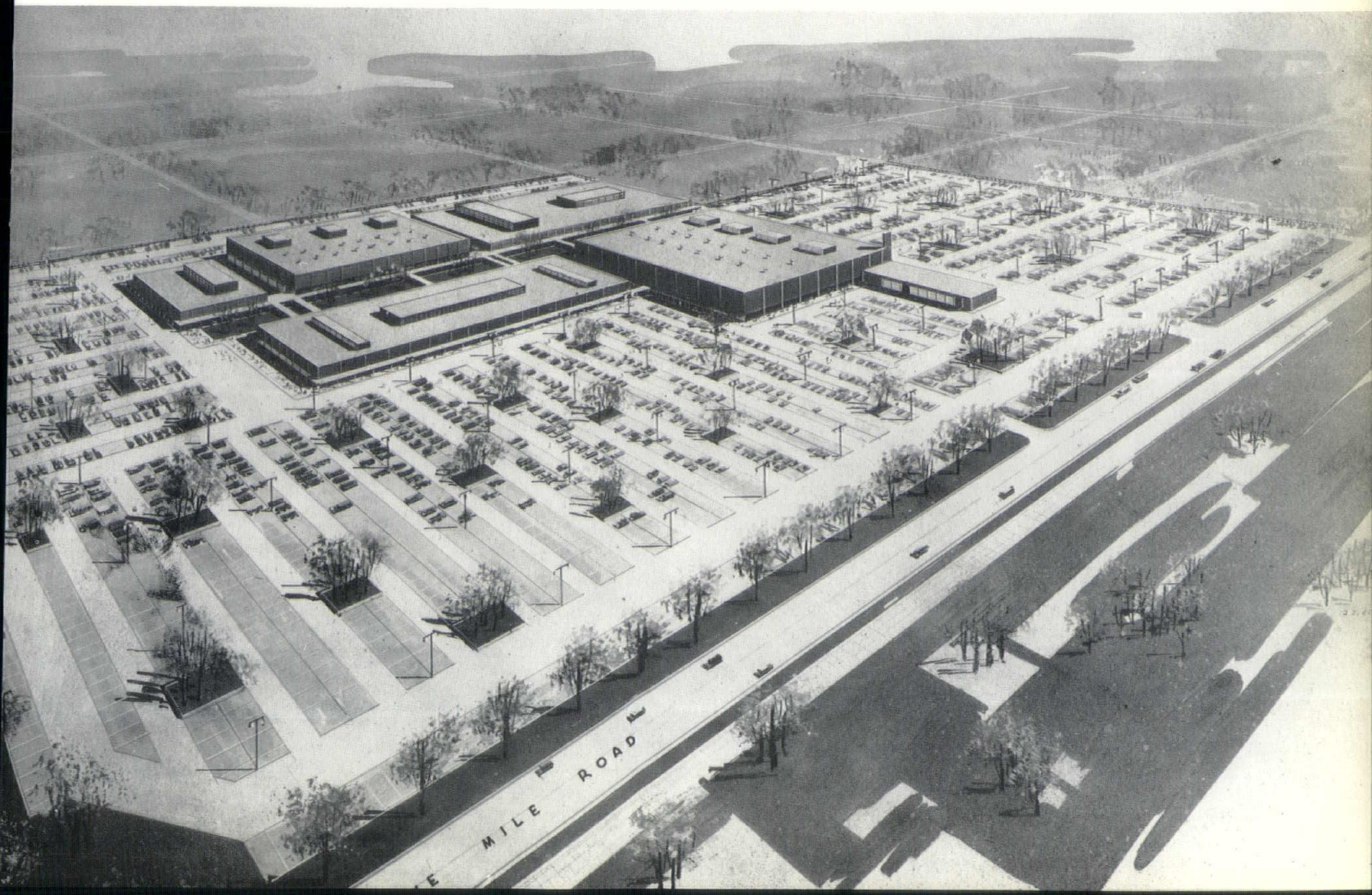
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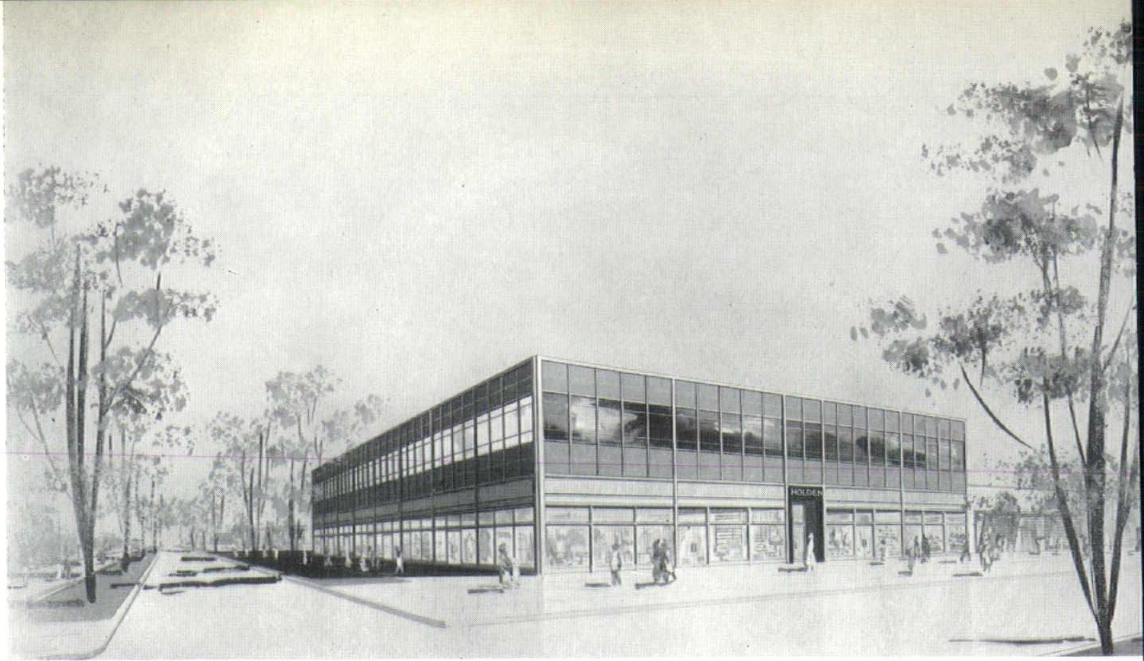
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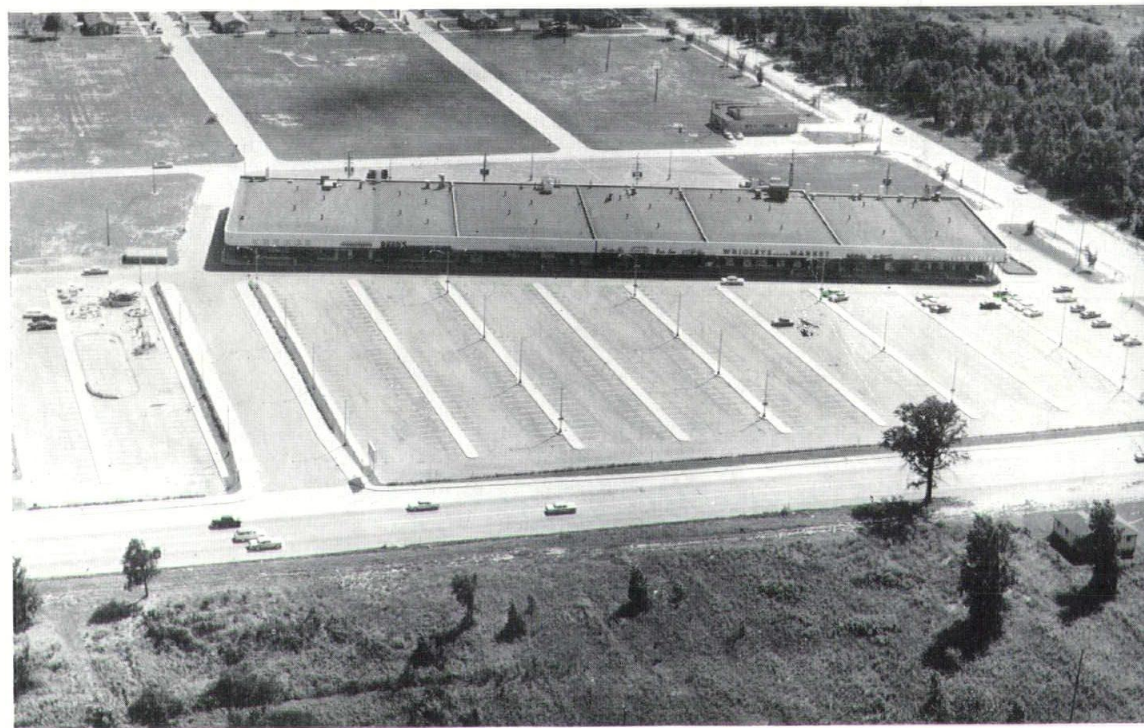




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# Public Relations

By Elmer J. Manson, Chairman, Public Relations Committee, Great Lakes Region, A.I.A.

The growing awareness of the meaning of Public Relations is becoming apparent and many worthy efforts are being carried on through chapter and national levels. Granted that our ultimate goal is to increase the knowledge and appreciation of the public, we can also hope that a great portion of the disposable income of the country will be spent for building projects. Let's be sure we do our part to inform the public by using the available materials at our disposal. They have been developed to further the efforts of the individual and the profession as a whole.

Films now available from the A.I.A. in Washington include "What is a House," "A School for Johnny," "A Place to Worship."

"Buildings for Business" will be released in late fall of 1958. "A Career in Architecture," for use in high school career programs, for PTA showings, etc., is under consideration for production in late 1958 or early 1959.

These films are semi-animated, combining original drawings, animation effects, and still photography; the technique allows relatively rapid production on minimum budgets. All are 16mm, color and sound, approximately 14 minutes in length; suitable for speakers' aids and/or public service television.

"THE NEW AGE OF ARCHITECTURE"—TIME, Inc. and Architectural Forum have made the new documentary film, "The New Age of Architecture" available free to AIA chapters and state societies. The new, revised version of this 16 mm sound film runs about 44 minutes. It features such architects as Frank Lloyd Wright, Mies van der Rohe, Edward Stone, Wallace Harrison and Eero Saarinen, in addition to other prominent personalities in the building industry.

ARCHITECTURE—U.S.A., a report on contemporary American architecture, showing outstanding examples of today's homes, schools, offices and factories, also contains a preview of what the future holds, architecturally. It is twenty-six minutes in length and can be used with standard 16 mm. sound equipment.

The Producers' Council has prepared a booklet of films to assist those in the building field who are charged with programming meetings for architects, engineers, home-builders, contractors, and architectural and engineering students.

Through its member companies, The Producers' Council also has other program material of an informative nature available for meetings of architects, architectural students, home-builders and contractors. Further information may be obtained from the Council.

THE OWNERS PORTFOLIO — "Meet Your Architect," recently issued by the Michigan Society of Architects, is included in a folder with "Facts About Your Architect" and the MSA fee schedule. Architects may give these to clients or prospective clients.

DESIGNING A BETTER TOMORROW—YOUR CAREER AS AN ARCHITECT—A vocational piece designed to attract young people into the profession—for use in high school career programs and before PTA and youth groups.

YOU AND THE AIA—(This title tentative) Early fall of 1958—An intramural piece designed to explain AIA and its value.

PUBLIC RELATIONS MANUAL—This consists of a bound series of eight reprints of articles published in the AIA Journal from October 1957 through the present under the byline of public relations counsel. The series covers public relations fundamentals, professional ethics, publicity, radio and television, setting up a speakers bureau, relations with government, the individual office, and capitalizing on conventions. Other data units will be supplied for insertion from time to time.

Further information on these films or materials may be obtained from the Michigan Society of Architects, 120 Madison Avenue, Detroit 26, Michigan.

## MSA Films

The films listed are appropriate for showing to men's and women's clubs, church and community groups, industrial showings, civic groups, colleges and service clubs. Arrangements for viewing may be made through the Michigan Society of Architects, 120 Madison Ave., Detroit 26, Michigan. Telephone: WO. 1-6700.

### ARCHITECTURE FOR YOU

A series of ten programs, with sound, in black and white, each 15 minutes in length. Hostess Kay Eyde discusses the program topic with her guests, who are recognized authorities in the field. Drawings and models are used to illustrate the subject. You pay postage only. 16 mm.

1. Louis G. Redstone, Detroit architect, illustrates how contemporary art and architecture are combined to increase the beauty of a building and to enrich the lives of those who visit and use the structure.
2. Architect Suren Pilafian and his wife Grace describe the planning of modern college buildings that are suited to the site and the faculty and students who will use them. Examples are mainly from Wayne State University.

3. Elmer J. Manson, Lansing architect, and Edward Anthony, art educator, show how basic art principles are used in the teaching of students and in the design of buildings, with particular emphasis on elementary school design.

4. Edward B. Elliot and Joseph F. Dworski, Birmingham, Michigan architects, illustrate the co-ordination of modern furniture with examples of well-designed functional pieces of furniture.

5. Ralph W. Hammett, Professor of Architecture at the University of Michigan, illustrates new and different methods of construction and materials used by European architects, with particular emphasis on churches.

6. Clifford N. Wright, Detroit architect, designer of a recent House and Garden House of Ideas, uses photographs and models to illustrate his views of the "indoor-outdoor" look in today's modern homes.

7. Karl Van Leuven, Jr., Detroit architect, describes the problems of traffic congestion and property depreciation facing our cities. He uses a suggested master plan for revamping a city to make its center a place of beauty and regain its place as the economic and cultural center of the community.

8. Linn Smith, Birmingham, Michigan architect, and Wilfred F. Clapp, assistant superintendent of the Michigan Department of Public Instruction, show how the architect works with State agencies in planning a long-range program for educational facilities which are suited to the particular district, budget, site and educational needs.

9. Florence Dyer, Helen Fassett and Anne C. Krebs explain the role of women in architecture and describe their own work. Miss Dyer tells of the role of the State Building Division in construction of public buildings; Miss Fassett describes how she works with City and County planners; Miss Krebs illustrates how she plans residences and public buildings, such as hotels.

10. Thomas H. Hewlett, Detroit architect, describes the Henry and Edsel Ford Auditorium in Detroit, the unusual way Norwegian granite was used and how it contributed to the building's unique beauty.

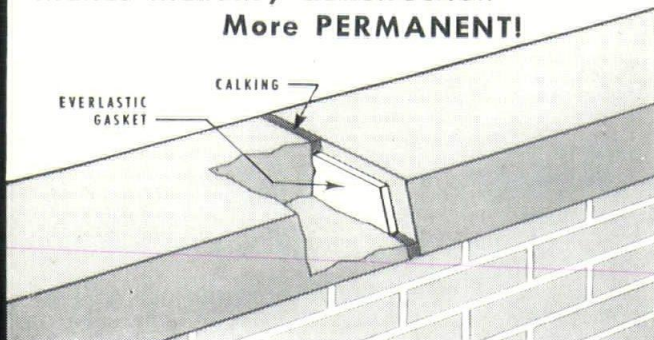
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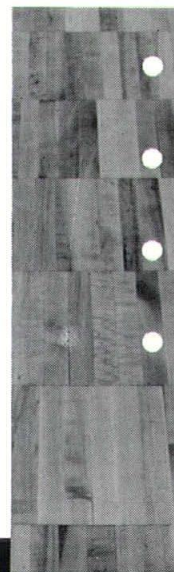
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# Profit-Sharing in Architecture

By Corwin Booth, Vice President  
Northern California Chapter, A.I.A.

Rumor seems to have gotten around that our firm, Falk & Booth, has an employee profit-sharing plan which is a bit out of the ordinary, and which is highly satisfactory to the employees as well as to us.

First of all, let me give you a few vital statistics on the firm, so that you can see whether or not the same systems might apply, with variations, to your own firm. We have 35 employees, including architects, structural and civil engineers, draftsmen, and five secretaries, in addition to the two partners.

Almost one-half of our employees have been with us over six years. More than one-third have been with us since the inception of the firm. In other words, we have very little turnover. We like to feel that our personnel policies have a lot to do with the fact that people stay with us.

About the profit-sharing plan, or bonus. When we first started our firm, we decided that we wanted a fair share of whatever profits we made to go to the people who worked for us, and whose work made the profit possible. Right then and there we established a percentage of the total net profit which would go every year to the partners, and a percentage which would go every year to the employees. Once established, these percentages have never changed. If they were changed from year to year, depending on the profits for a given year, the tax men might very understandably look askance at the whole plan as nothing more than a tax dodge.

The employees' percentage of the profits is divided at the end of each year in accordance with a man's total earnings for the year. This amount is increased by 10% for each year of service, so that a man who has been with us for ten years will get a bonus almost twice as large as someone who has only worked a year. One very important note: this bonus applies to **everyone**, including the secretaries (two of whom have been with us since the firm started), right down to the print boy. Even those who have worked less than a year are included. By the way, we do not pay lower starting salaries to compensate for the bonus; our starting salaries are right in line with those of other offices. And while we're on the subject of salaries, I might mention that they are reviewed twice a year for those making less than \$600 per month, and once a year for those making more. At that time, raises are given where indicated.

In order to give a more exact picture of how our bonus plan works, we have prepared the chart shown below. In

## COMPUTATION OF BONUS

Employee	Date Em- ployed	Months Employed During Yr.	Monthly Salary	Total Salary During Year	Full Yrs. of Empl.	10% of Col. 4 x Col. 5	Weighted Total (Col. 4 + 6)	Bonus (Col. 7 x Unit Factor)
	1	2	3	4	5	6	7	8
John Doe	8/1/48	12	\$500.00	\$6,000.00	9	\$5,400.00	\$11,400.00	\$2,651.16
James Roe	8/1/56	12	500.00	6,000.00	1	600.00	6,600.00	1,534.88
Jane Doe	3/1/57	7	500.00	3,500.00	0	—	3,500.00	813.96
				\$15,500.00		\$6,000.00	\$21,500.00	\$5,000.00

this chart, we have taken three mythical employees, each of whom earns a monthly salary of \$500. We have assumed that the total bonus to be distributed at year's end is \$5,000. This amount is then divided by the weighted totals of the salaries paid to those employees. The weighted total is the yearly salary plus 10% for each year worked. The figure that results is called the Unit Factor ( $\$5,000 \div \$21,500 = .2325581$ ) which is used to compute the individual's bonus.

Perhaps the most interesting sidelight on this profit-sharing system is the effect it has on the drafting room. The men all feel a personal sense of responsibility, to the point where they are even more than normally concerned if they are not busy. They heckle Mark and me to get them the information they need to go ahead on a job; they push each other along; they worry if work is in the office too long. In a very real sense, they are part owners of the business, and like any owners, they are concerned with having the work done right and done as quickly as is practical without cutting corners.

Another interesting aspect is that the employees have become an almost entirely "self-policing" body. Our chief draftsman doesn't have to see that everyone is working to capacity—the other draftsmen do that for him. If we have inadvertently hired someone who isn't pulling his own weight, they needle him constantly to see that he does. Or, if he just can't keep up, he is made to feel so miserable that he will quit of his own accord. We seldom have the task of firing anyone!

Oddly enough, the bonus plan doesn't seem to be a determining factor in making a person decide whether or not to come to work for us in the first place. But to anyone who has been with us a few years, that bonus is a tremendous incentive.

I recently asked some of our employees what they thought about the system. One remarked that whereas at first he would rather have had it all in a higher hourly rate, now he feels entirely different. "Now I look forward to a nice big check at the end of the year, whereas if I'd had it by the hour, I would have dribbled it all away." Another said, "There's only one disadvantage that I can see. You sort of hate to ask for a raise!"

What if we have a bad year? Well,

the partners get less, and the employees get less—but the percentage they get is just the same. Our employees know that if we make any money, they do, too. One memorable year, the firm actually lost money, but we gave a small token bonus just by way of consolation.

All new employees are handed a copy of our personnel policies, which are set down in a three-page mimeographed form. In addition to our profit-sharing plan, the following are briefs of our standard policies:

**Work Week:** 40 hours per week.

**Overtime:** Time-and-a-half regular rate.

**Vacation:** One working day for each month worked, up to end of first year. 10 working days per year thereafter. 15 working days vacation after 10 years employment.

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By having consistent policies established, and having each employee familiar with them (and knowing that no deviation will be allowed unless approved in writing by one of the partners) we all know where we stand. I am amazed when I hear architects say they don't have any personnel policies—that they just decide what to do with each case as it arises. That sort of informal arrangement may be all right when you have one or two employees, but after that, it seems to us that it's just poor business.

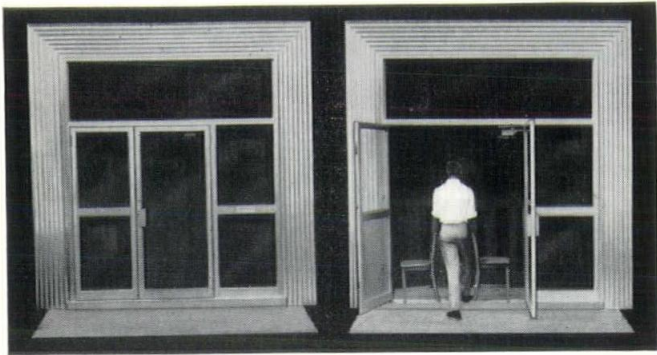
Practically all of our policies, like our profit-sharing plan, have been in effect for the full nine years of the firm's existence. By this time, we know that they are effective, and that they get results in terms of better work and higher office morale. We like our systems. Our employees like them too!



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## Future Meetings M.S.A. Board

**Monday, November 17 — With Saginaw Valley Chapter at Frankenmuth**

**Thursday, December 18—Annual Meeting and Election, in Detroit**

UNIVERSITY OF MICHIGAN COLLEGE OF ARCHITECTURE AND DESIGN announces the addition to its architectural faculty of Harold J. Borkin and Arthur P. Opperman, as instructors; Robert C. Metcalf, as assistant professor; Serenus Glen Paulsen, as associate professor, and William Alan Werner, as visiting lecturer. All are graduates of the College except Paulsen, who holds a BA degree from the University of Pennsylvania and a diploma in architecture and city planning from the Royal Academy of Arts, of Stockholm, Sweden.

Borkin was designer and draftsman in architects' offices of the Detroit area before entering his own practice in Ann Arbor this year.

Opperman was engaged by architects of Hartford, Conn. and Detroit. He won the second-prize scholarship of The American Institute of Architects in 1955.

Metcalf gained experience in Ann Arbor offices and began his own practice there in 1953. He is a member of the A.I.A.

Paulsen, experienced in Detroit and New York, won the Special Paris Prize of the Beaux Arts Institute of Design in 1941.

Werner had been employed by Metcalf from 1955 to 1958. He was elected to honorary fraternities, Tau Sigma Delta, Phi Kappa Phi, and Alpha Rho Chi.

## Ray L. Spitzley

Ray Lamar Spitzley, Chairman of the Board of the R. L. Spitzley Heating Company, of Detroit, died in Del Ray Beach, Florida on August 24. He was 69 years of age.

Mr. Spitzley, formerly of 8162 East Jefferson Avenue, Detroit, had lived in Del Ray Beach since his retirement in 1952. He founded the company bearing his name and it became a leader in its field. For 18 years he was a director of the Mechanical Contractors Association of America, and he served as its President.

The Heating, Piping and Air Conditioning Contractors National Association, presented its Distinguished Service Award to Mr. Spitzley in 1954 for "Giving freely of his time and energy to forward the association's programs."

He was a member of the Detroit Athletic Club, Detroit Club, Old Club, Grosse Pointe Yacht Club, Detroit Rotary and the Greater Detroit Board of Commerce.

Surviving are his wife, Jay; two sons, Joseph H. and Ray Lester; a brother, Carl J., and six grandchildren.

NEIL C. BERTRAM, 14651 Rutland, Detroit, has joined the staff of the TB and Health Society to head its industrial health program, Richard L. Lea, executive director, announced Friday.

Mr. Bertram was formerly director of public relations for the Michigan Epilepsy Center for three years and prior to that time was director of public relations for the Michigan Society of Architects, A.I.A., in Detroit.

A graduate of the University of Michigan where he received a master's degree in special education, Mr. Bertram is coordinating the efforts of 12 local health agencies in presenting to industrial firms a complete health education program for employees. The program, pioneered by the TB and Health Society, will bring together information on general health, as well as specific diseases, for a "package" presentation to employees with films, lectures and question and answer sessions.

The program is supported through the annual sale of Christmas Seals.

TALMAGE C. HUGHES, F.A.I.A., editor and publisher of the Monthly Bulletin of the Michigan Society of Architects, will attend the Board meeting of the National Council of Architectural Registration Boards in Chicago on November 7.

Monthly Bulletin contains the section "National Architect" which is the official publication of NCARB.

ELMER J. MANSON, A.I.A., of Lansing, has been appointed representative of the Michigan Society of Architects, to the newly formed Michigan Association of the Professions.

In addition to architects, the Association includes representatives from the medical, dental, legal and engineering professions.

MONTHLY BULLETIN of the Michigan Society of Architects for December will carry a roster of the Society's more than 800 members, arranged by cities.

This annual roster number is used widely by those interested in reaching Michigan architects, and as a list for referral to potential clients.

HENDRIK J. MOUW, registered professional engineer, announces the formation of his new firm of Hendrik J. Mouw & Associates, consulting mechanical and electrical engineers, at 1021 Livernois Ave., Ferndale 20, Mich.

The new telephone number is Lincoln 1-0808.



Robert F. Hastings, A.I.A. second from right, Executive Vice President and Assistant Treasurer of Smith, Hinchman & Grylls Associates, Inc., Architects and Engineers, is shown here with three new Associates of the firm.

From left to right are Frank J. Brady, Assistant Production Manager; Dr. Warren W. Yee, Chief Structural Engineer, and (on extreme right) James R. Livingston, Project Director.

Other officers of the firm are Wallace S. MacKenzie, President and Treasurer; Amedeo Leone, A.I.A., Vice President and Secretary, and Leo J. Hosman, A.I.A., Vice President.

Associates of the firm are Paul J. Ketelhut, A.I.A.; Frederick J. B. Sevald, A.I.A.; R. M. Hare, Bernard L. Miller and Adolf Roessling.

Leone is a director of the Michigan Society of Architects, Hastings is the new President of the Detroit Chapter, American Institute of Architects.

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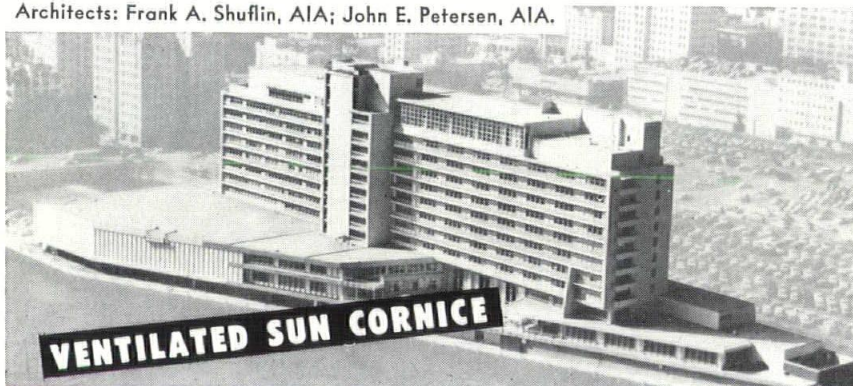
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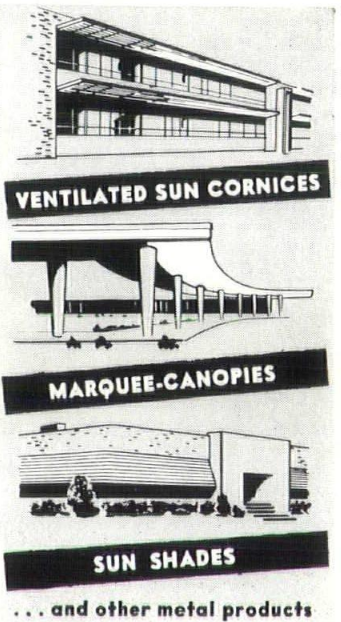


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JACK K. MONTEITH, A.I.A., general chairman of the committee on arrangements for the Michigan Society of Architects 45th annual convention to be held at Detroit's Statler Hilton Hotel March 11-13, 1959, has announced the appointment of chairmen of sub-committees as follows:

Jack W. Brown, vice chairman; H. Jack Begrow, assistant vice chairman; Gaylord A. Watts, products exhibits; Mrs. Florence Agree, ladies activities; Paul B. Brown, William P. Lindhout and Talmage C. Hughes, advisory.

FREDERICK E. WIGEN, A.I.A., president of the Michigan Society of Architects, announces the appointment of the Society's representatives on the Michigan Building Industry Banquet Committee, as follows:

James B. Morison, William P. Lindhout and Talmage C. Hughes.

The banquet, a feature of the Society's 45th annual convention, will be held at Detroit's Statler Hilton Hotel March 13, 1959.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

MONTHLY BULLETIN, Michigan Society of Architects, published monthly at 120 Madison Avenue, Detroit 26, Michigan for October, 1958.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Talmage C. Hughes, 120 Madison Avenue, Detroit 26, Michigan.

Editor, Talmage C. Hughes, 120 Madison Avenue, Detroit 26, Michigan.

Managing Editor: none. Business Manager: none.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

The name, Monthly Bulletin, Michigan Society of Architects, is owned by Monthly Bulletin, Inc., a subsidiary of the Michigan Society of Architects, a Michigan non-profit corporation. Otherwise, the publication is owned by Talmage C. Hughes, all at 120 Madison Avenue, Detroit 26, Michigan.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: NONE.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

TALMAGE C. HUGHES, Editor and Publisher

Sworn to and subscribed before me this 1st day of October, 1958. (SEAL)

ELIZABETH ANN STACY,  
(My comm. expires Sept. 30, 1960) Notary Public

JOSEPH W. LEINWEBER, A.I.A. has been named Chairman of the Committee on Arrangements for the Great Lakes Regional Conference of The American Institute of Architects, to be held in Ann Arbor, April 24-26, 1959, it is announced by Frederick E. Wigen, President of the Michigan Society of Architects.

Leinweber, of Yamasaki, Leinweber & Associates, Architects, of Birmingham, is a Director of the Society.

WILLIAM J. WESOLEK, A.I.A., of Bay City, has been named vice chairman of the committee on arrangements for the Michigan Society of Architects annual midsummer conference to be held at the Grand Hotel on Mackinac Island, August 6-8, 1959. He will assist Charles V. Opdyke, of Lansing, the 1959 chairman, and become chairman of the 1960 committee.

BENEDICT & ASSOCIATES, INC. announce the appointment of Louis J. Kormendy as chief electrical engineer of the firm.

The corporation's offices are at 18403 W. McNichols Road, Detroit 19, Michigan.

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FRED L. PEARSON is rounding out over 40 years in engineering. Among his many achievements he held was that of Assistant Chief Mechanical Engineer for Holabird & Roche, Architects, during the construction of both the 3000 room Stevens and the 2200 room Palmer House Hotel in Chicago. He was also in charge of mechanical work on the Chicago Tribune Building.

During the 20's he was associated with his father as consulting engineers for the world's largest mercantile building—The Chicago Merchandise Mart—and other Marshall Field & Company projects.

Mr. Pearson was also employed by Walter W. Ahlschlager, Architect, on the Sovereign, Embassy, Parkway, Webster, Sheridan-Plaza and Belden-Stratford Hotels as well as the Ambassador, Harding, Senate and Pantheon Theaters in Chicago.

A few of the many projects in Michigan on which he has been engaged are air conditioning and ventilation for the Veterans' Memorial Building, the Veterans' TB Hospital, the Michigan Mutual Insurance Building, Detroit, for Harley, Ellington & Day, Inc., Architects and Engineers.

Mr. Pearson has been in private practice for the past twelve years as Fred

L. Pearson & Associates, Consulting Engineers, with headquarters in the Fox Building, Detroit.

THE "OWNERS' PORTFOLIO," a new brochure issued by the Michigan Society of Architects, has been selected by The American Institute of Architects as the Document of the Month for September, 1958.

Accompanying copies of the kit sent to all national and chapter officers of the Institute, Paul R. Hunter, Chairman of the A.I.A. Committee on Chapter Affairs, wrote, "As will be noted, the package consists of a handsome "Owner's Portfolio" into which is tucked an attractive folder, "Meet Your Architect," a sheet containing the "M.S.A. Schedule of Recommended Minimum Fees" and a copy of the recent A.I.A. publication, "Facts About Your Architect and his Work."

"In distributing this to his client, the architect can place in the portfolio such other data as he might wish to include as appropriate to a particular project or client situation. The entire package is available to members of the Michigan Society of Architects at a small cost, or the individual items can be purchased separately."

JOSEPH P. WOLFF, who recently retired, after 28 years, as Commissioner of Detroit's Department of Buildings and Safety Engineering, has been named consultant on building codes for the City of Santiago, Chili.

The assignment, which came through the U. S. International Cooperation Administration, is expected to require the months of November and December. Mrs. Wolff will accompany the Commissioner to South America.

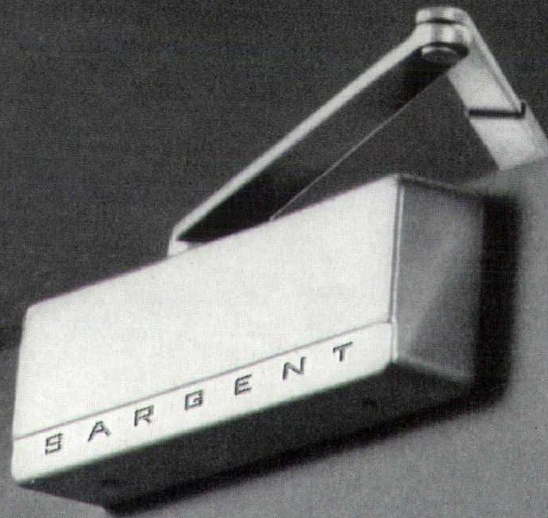
Mr. Wolff, who is credited with an outstanding administration of Detroit's Building Department, and for its new building code, now being adopted by many other municipalities, is an Honorary Member of the Michigan Society of Architects.

PIERCE & WOLF is the name of a new firm of consulting engineers with offices at 2833 Cadillac Tower, Detroit 26, Michigan. The new telephone number is WOodward 1-5700.

Members of the firm are Ralph Pierce and Anthony J. Wolf.

GORDON H. STOWE, A.I.A., of Lansing, recently toured South America with the Y's Men an international service club of the YMCA.

Although his trip was limited to three weeks he took time to meet architects in Antofagasta, Chile.





ST. LOUIS CHAPTER, A.I.A. has reported on a survey it conducted among chapters of the Institute concerning public relations programs.

Of those reporting, 80% have public relations programs, with budgets ranging up to \$15,000 per year. The average budget per corporate member was \$20 per year. Seventeen per cent of the chapters reporting have public relations counsel at fees ranging from \$500 to \$4800, average \$2400.

Of the 136 component organizations of the Institute, 56, or 41%, have their own publications, not including chapters served by state publications.

MICHIGAN STATE BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS has just had 28 architects serve as jurors to judge the design problems of 160 recent candidates for registration as architects.

Four juries of seven architects each spent an entire day considering the designs in the Board's offices in the Cadillac Square Building, in Detroit.

The Board states that when results of other parts of the examinations are determined, in the near future, candidates will be notified.

WELLS I. BENNETT, F.A.I.A., of Ann Arbor, who retired recently as Dean of the College of Architecture and Design at the University of Michigan, after 46 years on the College's faculty, has had conferred upon him the title of Dean Emeritus by the University's Board of Regents.

Dean Bennett, a graduate of the College, is a member of the State of Michigan Board of Registration for Architects, Professional Engineers and Land Surveyors. He is now engaged as an architectural consultant for several concerns.

"MICHIGAN MEANS BUSINESS" is the title of a new 16mm color, sound film issued by the Michigan Economic Development Department, 110 Stevens T. Mason Building, Lansing.

The film, which runs for 13 minutes, is available on loan from the Department, without charge. It depicts the Great Lakes area and its market, and shows the wonders and romance of industry, the distribution of its products and the recreation facilities of the area.

Those requesting the film should give the name of the group, the date desired, and name and address of the person to whom it is to be sent.



## East Meets West

LOUIS ROSSETTI, designer of Detroit's Convention Building is shown here describing the model of the project to Eiko Ando, who was co-star in the *Barbarian and the Geisha* at the Fox Theater. The two interested observers are Jean Loach of WXYZ-TV and Herbert E. Boning, Jr., executive vice president of the Detroit Convention and Tourist Bureau.

Mr. Rossetti appeared on Miss Loach's TV program recently.

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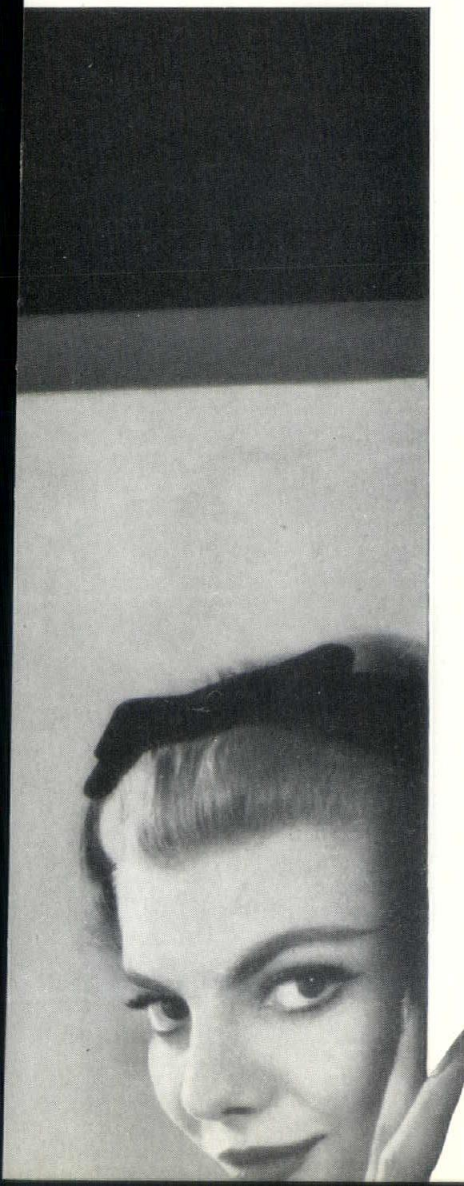
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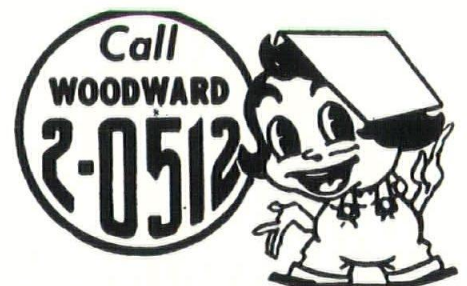
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# What Is An Architect?

*A Document on The Profession of Architecture, Prepared by the Committee on Education, Detroit Chapter, The American Institute of Architects, Suren Pilafian, A.I.A., Chairman*

An architect is one who designs buildings and directs their construction. The term architect is thus restricted to the person in whose mind the form of the building has been originally conceived. The actual construction is organized and carried out by a contractor or builder. Other "architects" working in different fields are known as landscape architects, naval architects. But when the term architect is used alone, it refers to one working in the field of building construction.

The term architect has been used to describe the master-builder since the dawn of history. Throughout the early civilizations of Egypt, Greece, and Rome architecture was held in honor as the "mother of the arts." In the long and unsettled centuries which followed the fall of the Roman Empire to the barbarians, the art found sanctuary with the monastic orders who kept alight the lamps of learning, and brought architecture to its full flowering in the magnificent cathedrals of the Middle Ages. During the Fifteenth Century, Europe experienced the rebirth of the art and learning of classical Greece and Rome. In the realm of architecture the names of Leonardo da Vinci, Michelangelo, and Sir Christopher Wren are well known to students of world history.

The increasing use of mechanical devices and new materials and methods of construction present unlimited opportunities to the modern architectural designer. The future for architecture promises to be, and is already becoming, no less spectacular than the breathtaking achievements of the past.

The roots of architecture lie deep in the human need for shelter, and building has therefore been ranked with food and clothing as one of the primary physical necessities of life.

Today the growing complexity of life has multiplied the types of buildings re-

quired to shelter human activities, and each requires the skilled planning that only an expert can give. Thus, the modern architect is concerned with churches, office buildings, museums, libraries, schools, factories, hotels, apartment houses, homes, recreational buildings, theatres, hospitals and many more varieties of shelter, each one of which has its own characteristics of design for comfort, safety, and efficiency.

## WHAT DO ARCHITECTS DO?

With the help of many assistants and associates, each usually a specialist in a particular part of the profession, the practicing architect performs a large variety of services related to the planning and construction of buildings, including:

1. Planning buildings to meet his clients' needs and keep within his budget.
2. Designing buildings to be esthetically satisfying as well as practical.
3. Choosing the most appropriate construction materials and details, and preparing a set of working drawings and specifications complete enough to enable the contractor to submit a firm bid and build the building in accordance with the architect's intentions.
4. Engineering the building plan so it will be safe, long lasting, economical, comfortable and efficient.
5. Evaluating construction bids and helping his client select the builder that offers the best value.
6. Inspecting the building during construction and supervising the work of contractors.

These many steps are necessary from the first vague thoughts of the client to their interpretation into a finished building. For this, an architect needs information and experience. He cannot know all the details of the many professions and types of businesses which enter into the actual building. But his broad training qualifies him to work intelligently and in harmony with realtors, bankers, engineers, contractors, landscape architects, interior decorators, craftsmen, and equipment specialists.

Some architects, as a result of specialized experience with one particular type of structure, acquire special competence in certain types of design. Other architects, however, choose not to limit themselves to one type of building—they undertake the planning and design of a wide variety of structures. Enumerated below are the main types. Certain fundamental principles are common to each.

1. Domestic: homes, apartment houses, club houses.
2. Industrial: factories, mills, lofts, power houses, warehouses, laboratories.
3. Commercial: banks, hotels, restaurants, stores, office buildings, garages.

4. Institutional: hospitals, asylums and sanatoria, libraries, museums, schools, colleges, prisons, churches, dormitories.
5. Public: post offices, sewage treatment works, police and fire stations, health centres, markets, court houses, custom houses, monuments.
6. Assembly: auditoria, theatres, gymnasias, recreation buildings, swimming pools, stadia, skating rinks.
7. Transportation: air, bus and train terminals.
8. Site Plans: housing developments, industrial groups, town planning.
9. Miscellaneous: dams, bridges and restoration work.

## WHY BE AN ARCHITECT?

Architecture has long exercised a fascination for those with creative minds. The variety of problems arising in the design of the simplest building lifts the work far above the monotony of the ordinary occupation. Each building project is a continuous challenge in its planning and construction. As in all of the arts, the opportunity for self-expression is practically unlimited. Seeing his ideas taking permanent form, and making a lasting contribution to society gives the architect a deep feeling of satisfaction. Through his contact with a large number of people in his professional work and in his social life, an opportunity is given the architect to enlarge the field of his acquaintance. Because of the wide variety of talents required in the practice of architecture, and the great responsibility entailed in the direction of a building enterprise, the architect enjoys an assured social position as a member of a learned profession.

## WHO SHOULD BE ARCHITECTS?

Architecture is the fine art of creating buildings of beauty, and for that reason an interest in the various arts and a marked talent in drawing are essential in the student. Since all the arts, architecture included, demand a creative and original turn of mind, the faculty of imagination and the power of visualization are necessary to the successful architect. The practical considerations of building—what materials to use and methods to employ—demand a practical point of view which usually shows itself in early life in ability to construct objects of use and beauty. The same practical viewpoint will be necessary in the efficient organization of an office and in the use of sound business principles. It has been aptly said that the architect must be at once a creative artist, a practical scientist, and a business man.

It should be pointed out to those who wish to take a university course in architecture that a thoroughly sound scholarship in language, mathematics, and science should be shown in one's secondary school career. Mathematics in its higher branches is a part of the university architectural course, and mathe-



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matics of varying degrees of complexity is encountered in all problems of building design.

Some mention must also be made of the importance of an architect's personal attributes. As in the case of the lawyer, doctor, or dentist, all of whom offer personal service, the architect must depend on his personality and professional ability to win recognition. Since the obtaining of commissions to design buildings is necessary to success in the private practice of architecture, it is evident that the young architect with friends and interests among those who at some time may require architectural services, or who may be able to help him obtain commissions, will find it easier to start in practice. Later, as his reputation as a competent and successful practitioner grows, work will come to him on the strength of that reputation. Because of the large number of people in all walks of life with whom he comes in contact, the architect must have a personality that is pleasant, tactful, and forceful.

#### WHAT COULD AN ARCHITECTURALLY TRAINED PERSON DO?

There is room in the architectural profession for persons of many different abilities and interests, and there are many opportunities, even outside the profession, for persons trained in architecture.

In the practice of architecture, one man cannot do all the work necessary to give adequate service. Therefore, an architectural office works as a team, on which each member has a position and a part. The number of positions on a team varies with the size of the office. In a large office, it could include the following:

1. Designers: who concern themselves with the general planning and layout of a project or of some specialized portion of it. This is frequently a position of great responsibility.
2. Senior Draftsmen: experienced men who develop working drawings and large-scale detail drawings. They also check drawings and correlate the architects' drawings with the drawings of structural and mechanical engineers.
3. Junior Draftsmen: usually recent graduates from architectural schools who act as assistants to the senior draftsmen. They develop drawings begun by the seniors and make tracings.
4. Specification Writers: describe materials and workmanship required by the project.
5. Superintendents: check the work during construction and see that the architect's drawings and specifications are correctly interpreted and executed.
6. Project Managers: who handle the various phases of a building project in a large office much as the architect would in a small office.

7. Research Workers: who investigate, analyze and report on new solutions to new problems in design, materials and construction.
8. Promotion and Public Relations Officers: who take care of letting the public know of the work of an architect and his availability.
9. Estimators: who compute the probable cost of buildings before they are estimated by contractors.
10. Business Managers: who take care of the conduct of the financial and business affairs of the office.
11. Renderers and Model Makers: who prepare drawings and models of designs to help clients understand the ideas of the designers.
12. Office Boys: begin by filing drawings in the office and seeing that the drawings and specifications are printed and delivered. They often become junior draftsmen and assist the superintendent on large jobs.

Outside the profession, an architecturally trained person could work in such fields as architectural journalism, teaching, consultation to manufacturers on product development, building appraisal, architectural literature, financial analysis of projects, city planning, public service, lighting design, acoustic design and furniture and industrial design.

#### EDUCATIONAL TRAINING

A well-rounded high school education is the best preparation for architectural school: an academic course of study, with social studies and industrial art as electives and with as many courses in mathematics as possible. Some architectural schools require several college credits before entrance. Find out in advance the requirements of the school you intend to enter by writing to the Registrar of that school.

Schools offering architectural training in Michigan include: Cranbrook Academy of Art, Bloomfield Hills, Michigan; The University of Detroit, Detroit 21, Michigan; Lawrence Institute of Technology, Detroit 19, Michigan; and the University of Michigan, Ann Arbor, Michigan.

#### TRAINING AND LICENSING AFTER GRADUATION

Most offices are staffed with from one to twelve experienced men. Working in offices of this size makes it possible for the apprentice to familiarize himself with all phases of a project and to perform a variety of duties. In this way he acquires a broad range of experience.

Licensure is required in all states for practice as an architect, for such practice involves safety of life, health and property. To be licensed in Michigan, applicants must meet the following requirements: resident of Michigan, citizen of the United States; good moral character; over 21 years of age; eight years of practical experience in architectural work under the direction or supervision of a registered architect, or of an architect of

equivalent professional standing, or must be a graduate in architecture of a school acceptable to the Michigan State Board of Architects, and have not less than 4 years of experience of a nature satisfactory to the board.

It is not necessary for an architecturally trained person to be licensed in order to make good use of his training. Most persons employed in architect's offices are not licensed.

#### EMPLOYMENT PROSPECTS AND EARNINGS

The standard work week for employed architects is 5 days a week, 8 hours a day. Self-employed architects may work irregular hours. Much of the work is performed sitting at a drawing board in a well lighted office with adequate ventilation. The routine of drawing may be varied by a visit of inspection to the building site, or interviewing clients, contractors and salesmen. Most employed architects receive at least 2-weeks' vacation with pay.

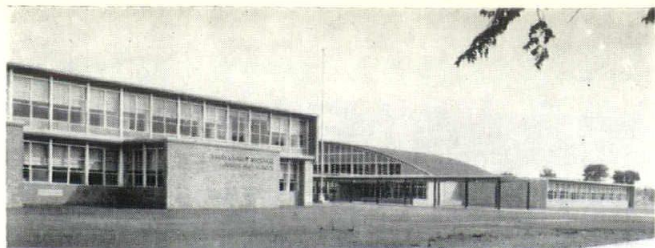
Architects work in all sections of the country, but mainly in large cities. The 1950 census reported 929 architects in Michigan, not all in practice for themselves. About 615 were in the Detroit metropolitan area, 12 in Flint, 44 in Grand Rapids, 11 in Jackson, 14 in Kalamazoo, 25 in Lansing, 9 in Bay City, 25 in Dearborn, 4 in Pontiac, and 10 in Saginaw. During January, 1956, the State Board reported there were 1270 licensed architects in Michigan (including non-resident). Most of them are in business for themselves or are employed by architectural firms. A few work for government agencies, construction contractors and engineering firms, or teach in colleges or universities.

Authorities report that employment opportunities for beginning architects have been very good over the last few years. They expect this trend to continue. It is estimated the annual replacement rate is about 2%. From 20 to 30 new architects are needed each year to replace those who retire, die, or move to other states. Some additional workers could be absorbed without affecting the present economy of the present workers because some are working more than the usual number of hours. Most workers find jobs through want ads, trade publications, friends, schools, colleges and personal or written application.

Recent graduates from a school of architecture can earn from \$60.00 to \$70.00 per week. After one year they can expect to earn from \$80.00 to \$85.00 per week. At the end of 4 years most architects earn about \$150.00 per week. The average income of licensed architects is between \$10,000 and \$12,000 per year.

Many women are employed in Architecture. Design, drafting, writing, publications, photography, interior design and furnishings are among the type of work usually considered best suited for women. Many authorities are of the opinion that a woman must be unusually well qualified to be successful in the com-





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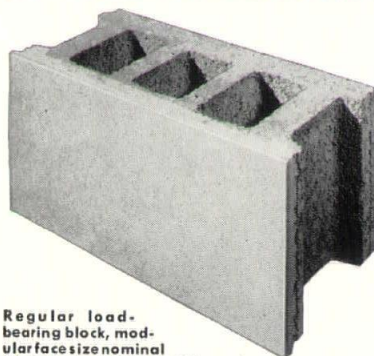




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plete practice of Architecture. There are several women architects in practice for themselves. As in many other fields, opportunities for Negroes as employees and as practitioners are improving.

## ORGANIZATIONS

For further information write to: Michigan Society of Architects, 120 Madison Avenue, Detroit 26, Michigan; Michigan State Board of Registration for Architects, 705 Cadillac Square Building, Detroit 26, Michigan; American Institute of Architects, Detroit Chapter, 120 Madison Avenue, Detroit 26, Michigan; American Institute of Architects, 1741 New York Avenue, N. W., Washington, D. C.

## BOOKS AND PAMPHLETS

Architecture—A Profession and A Career—American Institute of Architects, Washington, D. C.

So You Want To Be An Architect—American Institute of Architects, Washington, D. C.

Opportunities In Architecture—William Thorpe. Vocational Guidance Manuals, Inc., New York.

You and THE AIA—American Institute of Architects, Washington, D. C.

Facts About Architecture and Architects—American Institute of Architects, Washington, D. C.

Registration Act—Michigan State Board of Registration For Architects, Professional Engineers and Land Surveyors, Detroit, Michigan.

Architectural Practice—Cowgill and Small. Reinhold Publishing Corp., New York.

Handbook of Architectural Practice—American Institute of Architects, Washington, D. C.

Architecture Through The Ages—Talbot F. Hamlin. G. P. Putnam's Sons, New York, N. Y.

On Being An Architect—William Lescaze. G. P. Putnam's Sons, New York, N. Y.

Space, Time and Architecture—Sigfried Giedion. Harvard University Printing, Cambridge, Mass.

Architecture As A Career—Institute For Research, Chicago, Ill., 1939.

Architecture—Vocational Information Series, Morgan Dillon & Co., Chicago, Ill., 1940.

Architecture—Guidance Leaflet No. 10, Superintendent of Documents, U. S. Government Printing Office, Washington, D. C.

## PERIODICALS

Architectural Forum (Monthly) Time, Inc., Rockefeller Centre, New York, N. Y.

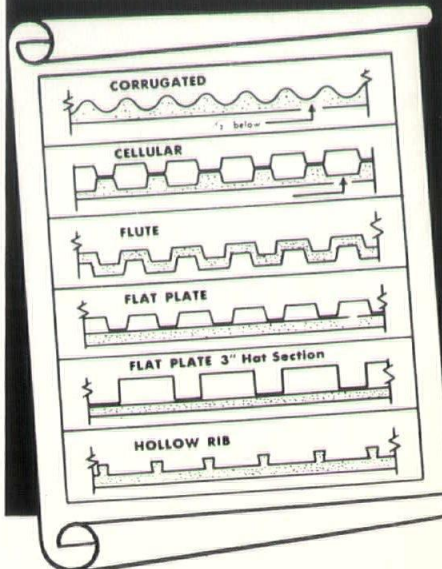
Architectural Record (Monthly) F. W. Dodge Corp., New York, N. Y.

Progressive Architecture (Monthly) Reinhold Publishing Corp., New York, N. Y.

The Journal (Monthly) Royal Architectural Institute of Canada, Toronto, Ont.

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# Falling Building

Reprinted from *Southern Building Magazine*, Official Publication of the Southern Building Code Congress, Brown-Marx Building, Birmingham, Ala.

The remarkable photograph on this page is even more remarkable because it was made at all. The collapse of the 13-story apartment building, the House of St. King Louis in Rio de Janeiro, was forecast within five minutes by Brazilian engineers.

Such knowledge of falling buildings could come only from long practice and familiarity. And Brazilian engineers are familiar with walls that come tumbling down.

Rio contractors often skimp on foundations, and seven major buildings have collapsed in the past 14 years. The \$1 Million House of St. King Louis fell with a spectacular, but not unexpected crash. On hand for the event were TV and newsreel cameramen, their floodlights bathed the scene like a movie premiere. Millions of Brazilians had a minute-by-minute buildup.

Brazilians, despite the number of buildings they have lost to material and design failure, still insist that North Americans overbuild. They say we use too heavy foundations, too much reinforcing, cements of too high quality.

The newly constructed and still unoccupied apartment house went down because of a combination of failures. Weak cement in the foundation took its share of blame. Engineers also found that the foundations were sinking and tried desperately to shore them up. But a week's efforts were of no avail.

Because of advance warning, no one was hurt. When the dust cleared the following day, sightseers gathered at the scene while the City Building De-

partment promised the fullest investigation.

Builders in Rio are going about their business as usual. Perhaps an investigation will clear up some of the faults inherent in Brazilian construction. But remember that this was far from the first major building to collapse in Rio.

Perhaps a complete change in attitude is necessary south of the Equator. Brazilian designers might halt their criticism of North America's "Overbuilt" structures and study them to see why there have been no such collapses on this continent.

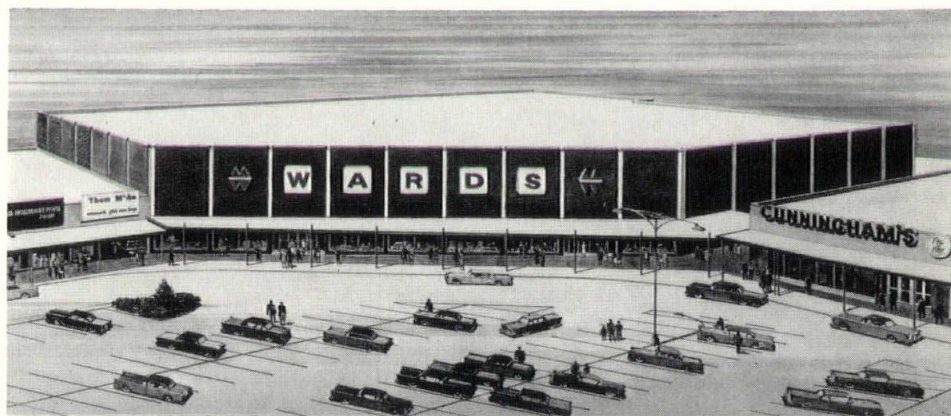
We have been remarkably fortunate that those who set our standards have been honest and efficient.

There have been many organizations working together. The U.S. Bureau of

Standards has rendered valuable service. The various trade standard groups, Portland Cement Association, American Iron and Steel Institute and others have not sought to gain advantage by juggling the standards for use of their material.

Our building code groups have maintained safe standards, often in the face of criticism. And the proof of the soundness of American policy has been the safeness and durability of our structures.

We have repeatedly warned against skimping on the safety factor in construction. The perfect balance between safety and economy is one that leans in the direction of protection of human life while leaving out burdensome over-building provisions designed for the protection or enrichment of any one group.

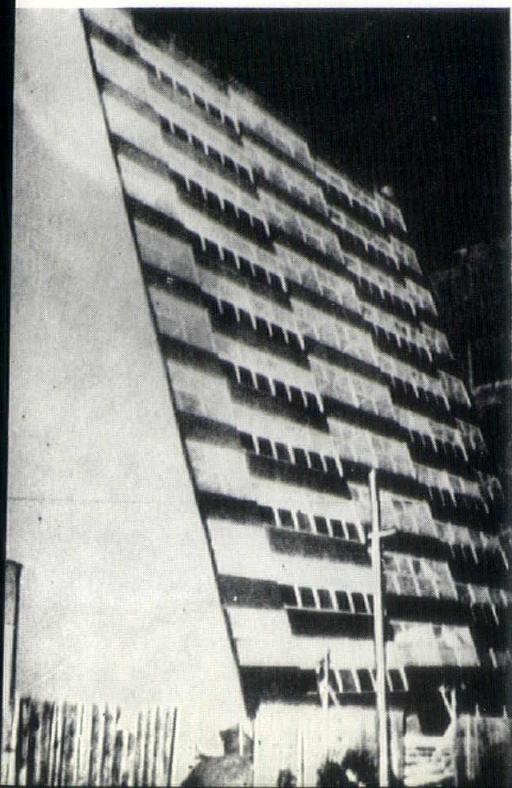


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## Report From Your President



Our October 21 business meeting was exceptionally constructive and enthusiastic. Much effective work has already been accomplished by committees and many excellent suggestions, on various subjects, were offered by members present. Detailed bulletins will be issued to all members — possibly before this column appears in the Bulletin. Briefly here are highlights of the October 21 meeting.

Your president and secretary Russ Wentworth attended the Producers' Council Chapter Officers National Conference, as your delegates, at Miami, Florida, September 17, 18 and 19. This proved to be a serious working session and a great deal of valuable information was exchanged between chapter officers present from all over the United States. Ideas we secured will help us expand and improve our activities and relations with architects' contractors and the mechanical trades in our area. It was my privilege to address the Conference as your delegate and tell them of our accomplishments. The Conference appeared considerably impressed with the idea of our monthly "Producers' Page" in the MSA—AIA Bulletin and several officers from various chapters came to me after the meeting regarding this phase of our work with architects.

Gene Hannum, chairman of our Program Committee (consisting of members: Dick Pass, Charley Thornton, Pete Hambleton, Ed Parker, Ed Walsh and Gene Manley) reported that arrangements for the Architects'—Producers' Christmas Party to be held December 12 are well underway (see page on this subject in this issue of the Bulletin).

Approval was given to go ahead with a "Job Site" Meeting which has received enthusiastic endorsement from architects contacted in a preliminary survey.

The Program Committee will investigate the possibility of holding a constructive panel type meeting, with audience participation, at our Mechanical Trades Meeting.

The idea of Friday noon Area Meetings was approved and it appears that this will greatly increase attendance and allow for more participation by a greater number of Producers' members.

Serious consideration was given to a "Round The Producers' Council In 80 Minutes" Meeting as successfully held by the Chicago Chapter. This is one of the ideas brought back from the National Conference at Miami, Florida. The Program Committee was asked to investigate this matter and report to the membership at the next business meeting.

Gene Hannum will send each member a copy of a bulletin on the "Job Site Meeting" and will appreciate your suggestions and cooperation.

Al Hann, Chairman of the Improvements Committee and members Don Burford and Mac Spencer offered many fine suggestions. Some were approved immediately and further investigation will be made on others to be reported on at a future meeting. Al says, "Write or phone your suggestions for improvements (signed or anonymous) to him or his secretary Miss Hann, ELgin 6-2550. They will be most welcome and carefully studied by the committee.

Russ Wentworth reported that the Detroit Chapter, AIA—MSA has appointed Architect Clifford N. Wright to prepare a comprehensive exhibit for the forthcoming 1959 Builders' Show to be held at the Michigan State Fair and will appreciate the cooperation of Producers' Council members and their companies as in the past. Companies participating in this project will have their names permanently displayed on this exhibit.

The exhibit will be on display at some prominent, heavy trafficked location or locations for the balance of the year after it has served its purpose at the Builders' Show. Gene Manley offered the cooperation of Unistrut as they did in the preparing of the 1958 exhibit. Russ Wentworth will issue a bulletin to all Producers' Council members on this subject. If you have any questions write or telephone architect Clifford N. Wright, A.I.A., Clifford N. Wright & Associates, 19115 Schoolcraft, Detroit 23, Michigan—Telephone VERmont 8-5935.

## Floor Treatments

By A. G. HANN, HILLYARDS

More architectural specification writers are realizing the importance of proper initial treatment of floor materials to insure beauty, durability, and ease of continued maintenance. They are carefully writing their specifications to include the best treatment in the original bid and contract.

Terrazzo, magnesite, travertine, slate, marble, and stone floors should be cleaned thoroughly with a neutralizing cleaner, then sealed with a deep penetrating, non-discoloring sealer. (The terrazzo and marble industry advise "never use a surface seal.")

Asphalt vinyl, cork and linoleum floors should be thoroughly cleaned with a neutralizing cleaner, and then coated with two coats of non-discoloring, durable Carnauba wax.

Wood floors should be smooth disk sanded, then sealed with a deep penetrating, non-discoloring, hardening sealer, followed by a load carrying surface coat with a high abrasion test. (450 M. F. M. or better)

Architectural field representatives are not permitting contractor substitutions of treatments unless they are sure the substitute has the characteristics originally desired by the specification writer.

## CALENDAR OF COMING EVENTS:

Nov. 18—Universal-Rundle Corp.

Fort Shelby Hotel

Cocktails 6:00 P. M.

Dinner 7:00 P. M.

Dec. 12—Christmas Party

1959

Jan. —Open

Feb. —Mechanical Trades Night

Mar. —A.I.A. Detroit Convention

Apr. —Open

May —Election of Officers Meeting

June —Annual Golf Outing



# Products News

MICHIGAN ARCHITECTURAL WOODWORK ASSOCIATION and the Michigan Retail Lumber Dealers will co-sponsor a one-day clinic to explore practical avenues of cost reduction in school design and construction under the title: "Schools Within Reason—The Logic of Wood in Modern Schools." The session will be held in the small auditorium of Lansing's Civic Center on November 12th.

This program, built around a noon luncheon for which reservations will have to be made, will outline the current and anticipated problems of reconciling anticipated school requirements with available planning budgets.

Further, present day uses of wood will be discussed from the design and architectural status. Most of the afternoon will be devoted to case histories of schools that have been built in all parts of the country, using the less expensive medium of wood in at least some degree, emphasizing in-use data on original costs, maintenance costs, and safety factors involved. The conclusion will provide specific information on design data and its availability to school boards which are in the status of planning new or expanded classroom facilities.

November 12 can be an important date for enlightenment on one of your community's most pressing problems. Any inquiries on this clinic should be directed to the Michigan Architectural Woodwork Association, 1009 Bank of Lansing Building, Lansing 16, Michigan.

THE R. B. RICHARDSON Company, distributors of quality industrial equipment have moved into new and larger office, shop and warehouse facilities located at 520 West 8 Mile Road (just west of Woodward) Ferndale 20, Michigan. Their new telephone number is Lincoln 8-6400.

PYRAMID CONSTRUCTION CO., has opened offices at 15815 James Couzens Highway, Detroit, according to John M. Casey, president. Associated with Casey in the new firm are R. E. Spencer, vice president, and William D. Steffy, secretary and treasurer.

The company will specialize in industrial, commercial and institutional construction work as general contractors.

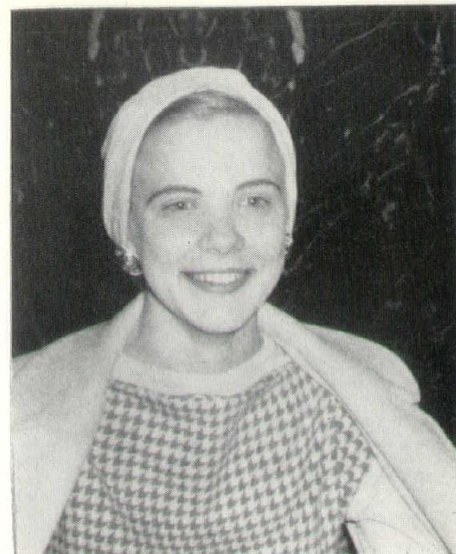
THE NATIONAL CONCRETE FIRE-PROOFING Co. with offices at 18323 James Couzens Highway, Detroit, recently was awarded the one million dollar contract for the erection of the East Junior High School, Ypsilanti, Michigan.

INDUSTRIAL ACOUSTICS COMPANY, INC., announces the appointment of Elliot W. Higgins, 20009 James Couzens Highway, as representative in the Detroit area for all the corporation's products relating to industrial and sound problems.

R. T. Raldall & Company, 530 Liver-  
nois Ave., Detroit, was named representative for air conditioning and ventilating products.

HORSE OR CAR HANDLED WITH EASE AT TELEPHONE COMPANY DRIVE-IN WINDOW (See Picture Below)

When Southwestern Bell Telephone Company installed the latest Mosler drive-in window geared to the gasoline age at its new offices in Pine Bluff, Ark., it was prepared to handle a steady flow of traffic. The fact that once a month a bill is paid by a subscriber mounted on a horse drawn wagon, officials say, demonstrates the window's versatility.



**HEADS CHICAGO BRANCH**

ADELINE GRAY, of Litewall Co., 10616 W. Seven Mile, Detroit, Michigan, has been appointed branch manager of the company's new Chicago branch, according to Ed Grabowski, company president.

The new Chicago branch is located in the Engineering Building on Wacker Drive, and will handle the complete line of Valley Metal Products Co., in that area.

Miss Gray has been with the company since its beginning in 1956. It deals in curtainwalls and allied building products.

**COUNTRY CONTRACTOR INTERPRETS ARCHITECT'S SPECIFICATIONS**

The plans and specifications are to be taken together. Anything shown on the plans and not mentioned in the specifications and not shown in the plans is to be considered as both shown and specified, any anything wanted by the architect or any of his friends, or by anybody else (except the Contractor), shall be considered as shown, specified, implied and required, and shall be provided by the Contractor without no expense to nobody but himself.

If the work has been done without expense to the Contractor, the work shall be taken down and done over and over again until the expense is satisfactory to the architect.

Anything that is right on the plans is to be considered right and anything that is wrong shall be discovered by the Contractor and shall be made right without atelling the architect or by indicating it on the bills.

Anything that is forgotten or left out of the plans or the specifications, but which is necessary for the convenience of the owner, shall be provided without extra cost to nobody but the Contractor. The architect reserves the right to change his mind about what is best.

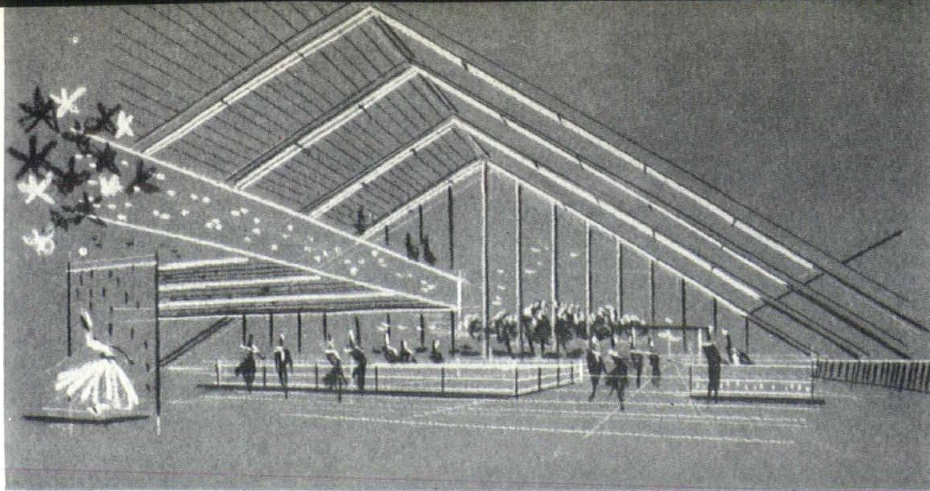
Any evidence of satisfaction on the part of the Contractor is to be considered as just cause for withholdin' final payment.





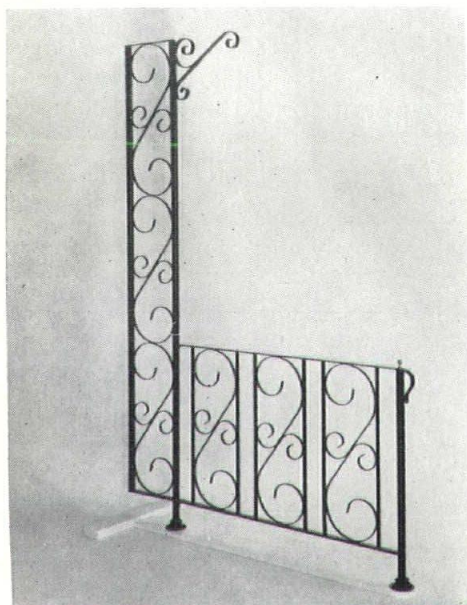
## NEW ARCHITECTURAL USES OF LIGHTING FIXTURES . . .

One of the original "idea sketches" created for the new Lighting Dynamics catalog by Carlos Diniz, well-known Los Angeles delineator and designer. Sketch depicts the interior of a variety store where a commercial fixture is used as a design element.



COLONEL LOGAN division of Logan Co., Louisville, Ky., has announced production of a new ornamental iron room divider that can be installed in minutes. The all steel structure consists of a wrought iron column and a connecting section of railing with a total extension of 5 feet from the wall. It can be adjusted to fit ceiling heights from 7' 9½" to 8' 2".

Savings of up to one-half compared to inside plaster walls and up to one third the cost of inside dry walls have been reported by contractors. As an "extra" that actually costs less, it can be used to separate living and dining areas, by open stairs in split level homes, by dining and kitchen areas, and in recreation rooms.



The Colonel Logan room divider's open design creates the feeling of roominess and allows free circulation of light, air and heat. Home owners find it excellent for stationing a flower box or a planter.

THE R. C. MAHON CO., Detroit, has been awarded a steel contract amounting to nearly a half-million dollars from Indianapolis Power & Light Co., Indianapolis, Ind.

It calls for the fabrication and delivery of over 1600 tons of structural steel, for the erection of unit No. 6 of the power firm's Harding Street generator station.

### RIGHT:

UNISTRUT "Colorline" used in Chicago Data Processing Center of International Business Machines Corp.

UNISTRUT PRODUCTS COMPANY, Chicago, pioneer and leader in the all-purpose metal framing industry, have available a new idea in space dividing by use of low-cost partitions which are re-usable and can be permanent or movable.

Called "ColorLine," the new system makes use of a unique metal framing which can be erected in stores, offices, homes, factories and warehouses without involved layout, drilling of holes, welding, or riveting.

George W. Butler, Unistrut president, said the new system provides the same advantages for partitioning as have been previously available for thousands of applications of metal framing for other uses in business and industry.

"The 'ColorLine' system gives architects and designers unlimited freedom of design, colors, textures and patterns," Butler said. "It also meets the increasing demand for a permanent or movable wall which can be erected, dismantled and re-erected with minimum time and labor, and with complete salvage of materials."

The new partitioning system requires only simple tools, and stock framing parts and connections, along with standard or special panelling materials and glass.

"The secret behind the versatility and adaptability of the system—and the reason it is so economical—is the metal framing," Butler added. "Basically, Unistrut consists of a metal channel with a continuous

open slot down the middle of one side, a special spring-held clamping nut and framing fittings for attachments.

"This framing can be quickly and easily erected for any desired arrangement, and it is a simple matter to fit in the panelling. The system provides a lower installation cost and a lower relocating cost because the framing is a low-cost, standard-production material, and the speed with which it can be assembled results in a saving in time and money."

The system has already been successfully utilized in many installations. These include office enclosures, ceiling high partitions, partial enclosures, wall dividers, railings, cubicles, tool cribs, and the glazed railing, or banker's type partition.

Any type panelling may be used, including plywood, natural wood, plastic, metal, hardboard, perforated hardboard, pressed wood, wall boards, cement asbestos, expanded metal or glass. The framing is designed to accommodate any panelling material from one-eighth to one-half inch thickness.

Doors and shelving can easily be fitted into the framing.

The new partitioning system is warehoused by Unistrut distributors in principal cities of the United States, and in Canada by Northern Electric Company, Ltd. It is exported throughout the world by U. S. I. International, Division of U. S. Industries, Inc., New York.





# NATIONAL ARCHITECT\*

Official Publication, National Council of Architectural Registration Boards

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## Bulletin Board

OPENING THE MAIL is an unfailing minor pleasure of those who are semi-retired. Roger Allen has a client who goes to business for only one purpose—to open the mail, and the only reason he does that is to tear off and save the stamps that may be on return cards or envelopes. That's a hobby with him. Mine is saving used large envelopes to send copy to the printer and engraver.

Clifton Fadiman says that opening the mail functions as a voice of the unpredictable and keeps alive for a few minutes a day the keen sense of the unplanned and unpredictable.

Direct mail, which, undoubtedly performs a needed function, bears certain vicious fruit. By this is not meant the great bulk of innocent-seeming pieces assumed to be greetings from old friends but turn out to be proclamations on certain specifics. What we don't like is such communications marked "Personal." These I put aside in a separate pile to be opened deliberately and with great relish.

"What, ho," I say, "here's, no doubt, a letter from good old Joe Bloke, dear fellow that he is, and how good of him to write me!" And so I prepare to read my old friend's amiable sentiments. But, of course, the envelope contains three letters, a folder and a return post card, all celebrating the merits of some device that the writer thinks the world has been waiting for.

MISERY LOVES COMPANY, according to *Reader's Digest*:

Ad in Menominee, Mich., *Herald-Leader*: "Wanted—Young man to run hardware store out of town."

Caption on the cover of *Management Methods*: "How to hire, handle and hold a secretary."

Music review in Los Angeles *Times*: "The chorus was good, and the student orchestra played far better than could

have been expected under the direction of Walter Ducloux."

Classified ad in Quincy, Mass., *Patriot Ledger*: "Wanted for two weeks, Geiger counter or electronic machine to locate buried treasurer."

From an ad in the Detroit *Free Press*: "Have you ever thought you would lie to sell real estate?"

An item in Logan, Utah, *Herald Journal* describing a high-school reunion: "Another item of interest was the fact that 270 children have been born to the members of the class of '47. Considerable credit is due many unmentioned committee members and individuals."

GET RICH QUICK—From an 1875 newspaper advertisement, quoted in *Geographical Review*:

We are starting a cat ranch in Lacon with 100,000 cats. Each cat will average 12 kittens a year. The catskins will sell for 30 cents each. One hundred men can skin 5000 cats a day. We figure a daily profit of over \$10,000. Now what shall we feed the cats? We will start a rat ranch next door with one million rats. The rats will breed 12 times faster than the cats. So we will have 4 rats to feed each day to each cat. Now what shall we feed the rats? We will feed the rats the carcasses of the cats after they have been skinned. Now Get This! We feed the rats to the cats and the cats to the rats and get the skins for nothing.

## SIGN IN A CHICAGO LIQUOR STORE

—Since you cannot refrain from drinking, why not start a saloon in your own home? Be the only customer and you will not have to buy a license. Give your wife \$55 to buy a case of whiskey. There are 240 drinks in a case. Buy all your drinks from your wife at 60 cents a drink and in 12 days (when the case is gone) your wife will have \$89 to put in the bank and \$55 to buy another case. If you live ten years and continue to buy all your whiskey from your wife and then die in your boots, your widow will have \$27,085.47 on deposit . . . enough to bring up your children, pay off the mortgage on the house, marry a decent man and forget she ever knew a bum like you.

DURING THE RECENT RECESSION a manufacturing firm hired an efficiency expert, who immediately set about looking for economies, short cuts, etc. Naturally, this irked some of the long-time employees.

The expert approached one veteran clerk. "What, exactly, do you do here?" he asked.

"Not a doggone thing!" was the snappish answer.

The prober gave him a sharp look and made a note on his little pad. Coming to the next desk, he asked the same question. Here, too, he was answered with a surly:

"Nothing!"

"Ah-ha!" murmured the efficiency expert sagely, and immediately noted on his pad:

"Duplication."

AND A WEST BERLIN city government employee recently won a \$25 prize for an economy suggestion—that abolished his own job.

## WHAT MAKES NEWS?

The cub reporter's first assignment was to report a wedding, but he did not return to the office until the next morning.

"Why didn't we get a story from you?" demanded the angry city editor.

"There was nothing to report," was the cub's reply. "The bridegroom was killed on the way to the church and the bride died of shock. So there was no wedding and I just went home."

FASHION EXPERTS tell us that blue serge is out of style. Well, we know one place where it shines as brightly as ever. Anyway, we are going to get a lint suit so we can get blue serge on it.

One wag says the new short skirts make girls look taller. Yeah, and they make men look longer. One lady says the trouble with her new sack dress is it fits her.

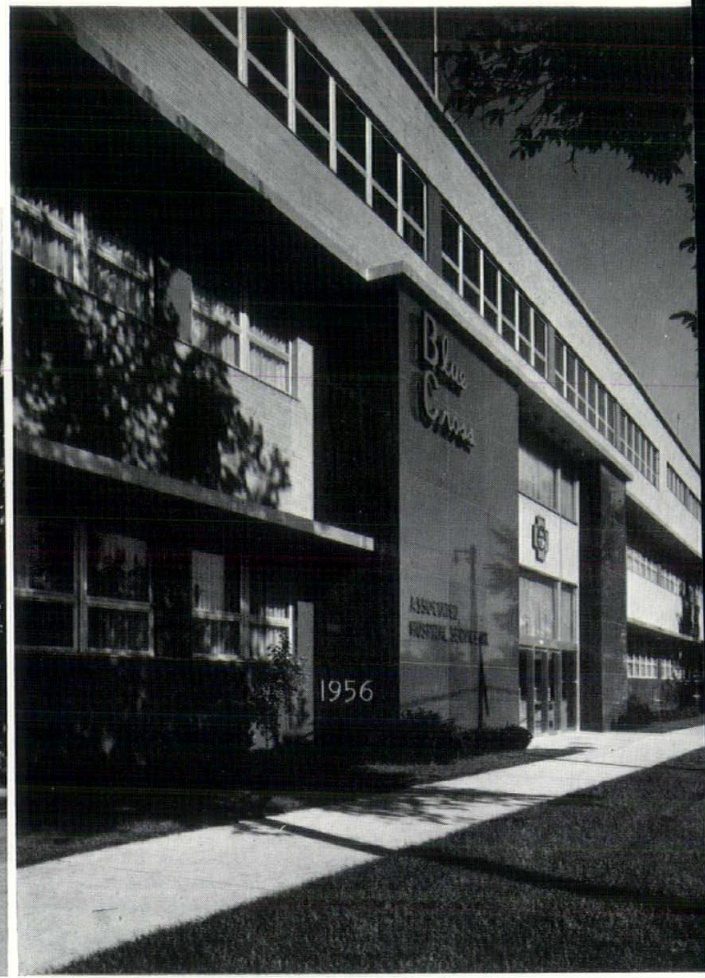
VICTORY SONGS are OK but what we need for Michigan football teams is a defeat song.



## Projects in the News



Jefferson Elementary School  
Stevens Point, Wisconsin  
Architects: Edgar A. Stubenrauch, A.I.A., and Associates, Inc.  
Sheboygan, Wisconsin



Blue Cross Office Building  
Milwaukee, Wisconsin  
Architects: Eschweiler & Eschweiler, A.I.A.  
Milwaukee, Wisconsin



Salem Evangelical Lutheran Church  
Homewood, Illinois  
Architects: William H. Cooley, A.I.A., and Associates  
Park Ridge, Illinois

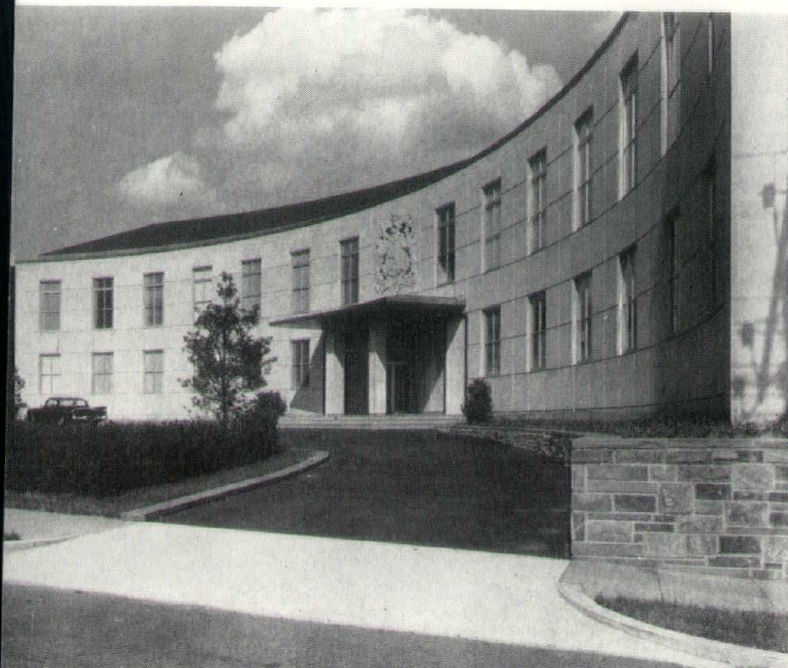


Wauwatosa Memorial Civic Center  
Wauwatosa, Wisconsin  
Architects: Grassold - Johnson, A.I.A., and Associates  
Milwaukee, Wisconsin



# THE BELGIAN CHANCELLERY

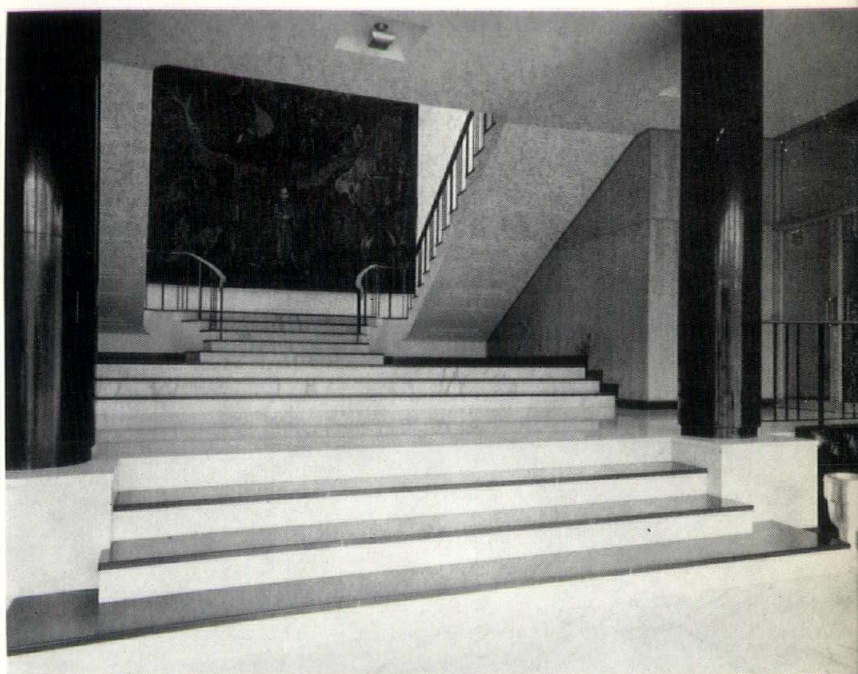
Washington, D.C. for the  
Belgian Government



Above: Exterior Elevation  
Above, Right: Detail of Entrance  
Right: Entrance Lobby

Stephen F. Voorhees, Ralph Walker, Perry Coke Smith, Benjamin Lane Smith and Charles Haines announce the continuation of their architectural practice under the new firm name of VOORHEES, WALKER, SMITH, SMITH & HAINES, Effective November 1, 1958, at 101 Park Avenue, New York 17, N.Y.

Ira Wright Martin, Photography



# MONTCLAIR FREE PUBLIC LIBRARY

Above: Exterior Elevation  
Right: Entrance Lobby





# The National Concrete Fireproofing Co.

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WOODWARD 1-0520

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